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## **BUCKLE ANNOUNCES ITS OPENING IN BELLEVUE SQUARE**

March 2, 2010 (**Bellevue, WA**) – Long known as a denim destination, specialty retailer Buckle announces the opening of its new location at the Bellevue Square in Bellevue, Washington on February 24, 2010. This is the company's thirteenth location to open in Washington. The first store in Washington opened in August 1997 in the Spokane Valley Mall in Spokane, Washington.

Offering a unique mix of high-quality, on-trend apparel, accessories, and footwear, Buckle caters to style-conscious men and women of all ages who seek to express their individuality through fashion. Reflecting the Buckle's focus on helping guests find their favorite jeans, the store carries a wide selection of fits, styles, and finishes from leading denim brands such as BKE, Big Star, Big Star Vintage, Rock Revival, Antique Rivet, MEK Denim, Miss Me, Buffalo, Reclaim, Silver Jeans, liT, 7 for all Mankind, and Division E. Complementing its strength in denim, Buckle carries a wide selection of lifestyle brands, including: BKE Boutique, Affliction, Sinful, Archaic, Rebel Spirit, Roar, OBEY, 7 Diamonds, Billabong, Hurley, and Fox, among others. Buckle represents over 100 fashion brands in stores and online at buckle.com.

Buckle teammates are passionate about creating the most enjoyable shopping experience possible for their guests. Bolstering this approach is Buckle's wide array of value-added services such as free hemming, free gift-wrapping, easy layaway, a frequent shopper program, and a Buckle credit card with special benefits for cardholders. Buckle also offers a special Get Fitted service where guests are encouraged to schedule an appointment for a personal jean fitting with a Buckle Denim Specialist.

To celebrate the grand opening, guests who visit Buckle in Bellevue Square through Sunday, March 14 can enter to win one of several Buckle gift cards. The drawing for the gift card giveaway will take place on Monday, March 15.

Buckle is kicking off its annual Spring Brand Event on Monday, March 15. This promotion includes a free drawstring backpack bag offer with a qualifying Buckle purchase. Guests who try on merchandise from the sponsoring brands will also receive a game card for a chance to receive \$5, \$10, or \$20 off a purchase of regular priced merchandise from the sponsoring brands: BKE, Roar, Billabong, O'Neill, Crash & Burn, Aqua VI, Affliction, Sinful, Fox, Hurley, and Miss Me. Visit the store beginning March 15 for full details on the Spring Brand Event.

Headquartered in Kearney, Nebraska, the Buckle currently operates more than 400 stores in 41 states. Buckle is traded under the symbol BKE on the New York Stock Exchange.

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