

BUCKLE INC  
Form 8-K  
January 10, 2011

UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION  
WASHINGTON, D.C. 20549

FORM 8-K

CURRENT REPORT

PURSUANT TO SECTION 13 OR 15(d) OF  
THE SECURITIES EXCHANGE ACT OF 1934

January 10, 2011  
Date of Report (date of earliest event reported)

THE BUCKLE, INC.  
(Exact name of Registrant as specified in its charter)

|   |  |   |
|---|--|---|
| Nebraska<br>(State or other jurisdiction of<br>incorporation or organization) | 001-12951<br>(Commission<br>File Number) | 47-0366193<br>(I.R.S. Employer<br>Identification No.) |
|---|--|---|

|   |                          |
|---|--------------------------|
| 2407 West 24th Street, Kearney,<br>Nebraska<br>(Address of principal executive offices) | 68845-4915<br>(Zip Code) |
|---|--------------------------|

Registrant's telephone number, including area code: (308) 236-8491

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(Former name, former address and former fiscal year if changed since last report)

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions:

- Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
- Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
- Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
- Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))



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ITEM 7.01. Regulation FD Disclosure

The following information is furnished pursuant to Item 7.01, "Regulation FD Disclosure." The Buckle, Inc. is scheduled to present at the Cowen and Company 9th Annual Consumer Conference at The Westin New York at Times Square on Monday, January 10, 2011, at 2:30 p.m. EST. The Company will be represented at the conference by Dennis Nelson, President and Chief Executive Officer.

During its presentation, the Company will review past financial performance and provide a general overview of the Company and its approach to business. The Company's presentation will be posted in two files on the Company's web site as soon as administratively possible following the Company's live presentation. One file will contain the narrative and a second file will contain the visual presentation.

The Company announced its participation in the conference in a press release dated January 6, 2011. The full text of the press release is furnished as Exhibit 99.1 to this report.

ITEM 9.01(d). Financial Statements and Exhibits

Exhibit 99.1 Press Release Dated January 6, 2011

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SIGNATURES

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

The Buckle, Inc.

Date: January 10, 2011

By: /s/KAREN B. RHOADS

Name: Karen B. Rhoads

Title: Vice President of Finance,

Treasurer, and Chief Financial Officer

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Exhibit 99.1

Press Release Dated January 6, 2011