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FOR IMMEDIATE RELEASE

**WINMARK CORPORATION
ANNOUNCES INCREASE IN CASH DIVIDEND**

Minneapolis, MN (April 26, 2017) – Winmark Corporation (Nasdaq: WINA) announced today that its Board of Directors has approved an increase in its regular quarterly cash dividend to shareholders. The quarterly dividend of \$0.11 per share represents an increase of \$0.01 from its previous dividend rate. The cash dividend will be paid on June 1, 2017 to shareholders of record on the close of business on May 10, 2017. Future dividends will be subject to Board approval.

Winmark Corporation creates, supports and finances business. At April 1, 2017, there were 1,184 franchises in operation under the brands Plato's Closet®, Once Upon A Child®, Play It Again Sports®, Style Encore® and Music Go Round®. An additional 70 retail franchises have been awarded but are not open. In addition, at April 1, 2017, the Company had a lease portfolio of \$41.7 million.