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FOR IMMEDIATE RELEASE

**WINMARK CORPORATION
ANNOUNCES CASH DIVIDEND**

Minneapolis, MN (January 24, 2018) – Winmark Corporation (Nasdaq: WINA) announced today that its Board of Directors has approved the payment of a quarterly cash dividend to shareholders. The quarterly dividend of \$0.11 per share will be paid March 1, 2018 to shareholders of record on the close of business on February 7, 2018. Future dividends will be subject to Board approval.

Winmark Corporation creates, supports and finances business. At December 30, 2017, there were 1,211 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 62 retail franchises have been awarded but are not open. In addition, at September 30, 2017, the Company had a lease portfolio of \$40.6 million.