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FOR IMMEDIATE RELEASE

**WINMARK CORPORATION ANNOUNCES
MANAGEMENT ADDITION**

Minneapolis, MN (January 18, 2017) – Winmark Corporation today announced that Alan Majerko has been named Vice President, Corporate Development. Mr. Majerko was with Buffalo Wild Wings for the past ten years, most recently as Director, Emerging Brands. Prior to that, he spent twelve years with Great Clips in marketing, financial analysis and franchise development roles. “We are thrilled to have someone with Alan’s background and experience join our team” stated Brett Heffes, Winmark’s Chief Executive Officer.

Mr. Majerko will lead an initiative to partner with emerging franchisors that can benefit from Winmark’s expertise in starting, growing and managing successful franchise brands. These efforts will be under the direction of Steve Murphy, Winmark’s President of Franchising. Mr. Murphy remarked, “We believe there is a significant opportunity to provide services, support and capital to emerging franchisors. I look forward to working with Alan to refine and execute Winmark’s strategy.”

Winmark Corporation creates, supports and finances business. At December 31, 2016, there were 1,186 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 74 retail franchises have been awarded but are not open. In addition, at September 24, 2016, the Company had a lease portfolio equal to \$37.3 million.

This press release contains forward-looking statements within the meaning of the safe harbor provisions of Section 21E of the Securities Exchange Act of 1934, as amended (the “Exchange Act”), relating to future events or the future financial performance of the Company including statements with respect to our ability to finance the growth of our leasing and franchising businesses for the foreseeable future. Such forward-looking statements are only predictions or statements of intention subject to risks and uncertainties and actual events or results could differ materially from those anticipated. Because actual result may differ, shareholders and prospective investors are cautioned not to place undue reliance on such forward-looking statements.