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FOR IMMEDIATE RELEASE

**WINMARK CORPORATION  
ANNOUNCES CASH DIVIDEND**

Minneapolis, MN (January 25, 2017) – 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 \$0.10 per share will be paid March 1, 2017 to shareholders of record on the close of business on February 8, 2017. Future dividends will be subject to Board approval.

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.