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FOR IMMEDIATE RELEASE

**WINMARK CORPORATION
ANNOUNCES CASH DIVIDEND**

Minneapolis, MN (July 26, 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 \$0.11 per share will be paid September 1, 2017 to shareholders of record on the close of business on August 9, 2017. Future dividends will be subject to Board approval.

Winmark Corporation creates, supports and finances business. At July 1, 2017, there were 1,199 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 59 retail franchises have been awarded but are not open. In addition, at July 1, 2017, the Company had a lease portfolio of \$41.0 million.