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FOR IMMEDIATE RELEASE

WINMARK CORPORATION ANNOUNCES LEADERSHIP ADDITION

Minneapolis, MN (September 22, 2025) - Winmark Corporation (Nasdaq: WINA) announced today that Lisa Hake will be joining the company as its Chief Marketing Officer, effective October 1st.

Ms. Hake brings more than 25 years of experience including brand management, marketing innovation, franchisee ad fund management, partnership activations, and consumer engagement to this newly created role. She most recently served as Vice President of Marketing & Communications at Great Clips, North America's largest franchised salon brand with over 4,400 locations, where she led transformative brand initiatives and drove significant growth. Prior to joining Great Clips, Hake held senior roles at Best Buy, including Senior Marketing Director for Geek Squad, along with marketing roles at 3M and The Pillsbury Company.

"I would like to welcome Lisa to Winmark," said Brett D. Heffes, Chair and Chief Executive Officer. "Her proven track record of helping franchisees increase per unit performance through efficient marketing activities will be invaluable to our franchise partners. This hire represents the most recent investment in Winmark's ongoing efforts to improve our franchise system and allow us all to fulfill our mission to provide Resale for Everyone®."

About Winmark

Winmark - the Resale Company®, is a nationally recognized franchisor focused on sustainability and small business formation. We champion and guide entrepreneurs interested in operating one of our award-winning resale franchises: Plato's Closet®, Once Upon A Child®, Play It Again Sports®, Style Encore®, and Music Go Round®. At June 28, 2025, there were 1,371 franchises in operation and over 2,800 available territories. An additional 77 franchises have been awarded but are not open.

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. 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 results may differ, shareholders and prospective investors are cautioned not to place undue reliance on such forward-looking statements.