

Winnebago Adventurer Featured in McDonald's/Disney Promotion

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FOREST CITY, IA – June 13, 2000 – Winnebago Industries, Inc., a leading manufacturer of recreation vehicles, has teamed with McDonald's® and Walt Disney Pictures for a spring promotion of the film "Dinosaur." McDonald's "Hatch Match and Win" game features two Winnebago® Adventurer® motor homes as major game prizes.

"This partnership with Disney and McDonald's helps confirm that Winnebago Industries is the most recognized name in the motor home industry just as Disney is a leader in family entertainment and McDonald's a the leader in quick service restaurants," said Roger Martin, director of marketing. "This is a very good partnership for Winnebago Industries."

The Adventurer logo and photo, along with the Winnebago logo, appears on McDonald's carry out bags, drink cups, game boards, french fry boxes and point-of-purchase displays at each of the 13,000 participating McDonald's restaurants in the U.S.

"Every time someone visits a McDonald's restaurant it is very likely that person will see one or more pictures of a Winnebago Adventurer plus the highly recognized Winnebago logo," Martin explained. "All indications are that this will be a very successful film and a very successful promotion on all counts."

Walt Disney Pictures' exciting new live-action/computer animated visual effects spectacle "Dinosaur" follows the adventure of an Iguanodon named Aladar as he embarks on a perilous journey with a family of lemurs and a herd of migrating dinosaurs to find the safety of their nesting ground following a devastating meteor shower.

"When families think of quality family films, they think of Disney," Martin added. "When families think of affordable dining, they think of McDonald's. And when families think of family travel and recreation, we want them to think of Winnebago Industries motor homes."

Winnebago Industries, Inc. is a leading manufacturer of motor homes, self-contained recreation vehicles used primarily in leisure travel and outdoor recreation activities. Other products manufactured by the Company consist principally of a variety of component products for other manufacturers. The Company builds quality products with state-of-the-art computer-aided design and manufacturing systems on automotive-styled assembly lines. The Company believes its products conform to the most rigorous quality testing in the RV industry. The Company's common stock is listed on the New York, Chicago and Pacific Stock Exchanges and traded under the symbol WGO. Options for the Company's common stock are traded on the Chicago Board Options Exchange. Visit Winnebago Industries' web site at www.winnebagoind.com.