

Winnebago Industries Common Stock Now Available Direct from Investor Relations Web Site Through Sharebuilder™

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FOREST CITY, IOWA, November 7, 2000 - Winnebago Industries, Inc. has announced a new dollar-based stock investment service for the Company's common stock. The online purchase and re-investment service is available through ShareBuilder™ from Netstock and can be accessed directly from Winnebago Industries' investor relations Web site at www.winnebagoind.com/investor_relations.htm.

"Winnebago Industries has been searching for an investment tool for individual investors that would provide the long-term benefits of direct investment and dividend reinvestment opportunities," said Winnebago Industries Chairman, CEO and President Bruce D. Hertzke. "ShareBuilder.com provides just the programs we were looking for without having to go through the time and expense of setting up a traditional direct stock plan."

The new dollar-based service utilizes the services of ShareBuilder, a trademark of Netstock Corporation. Offered as a service of ShareBuilder Securities, individuals can set up an account entirely online that will build their Winnebago Industries investment over time, by making automatic, recurring dollar-based investments. ShareBuilder offers the flexibility to invest for the long-term. Each transaction is just \$2 (or \$1 for child custodial accounts). There is no minimum purchase to open the account and no minimum investment. Forbes magazine picked ShareBuilder as one of the 10 best Brokers based on "building customer loyalty with innovative products, reliability, speed and special services." ShareBuilder Securities is a registered broker-dealer and Member NASD/SIPC.

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 are subjected 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.