

## Winnebago Industries Announces Executive Appointments

January 31, 2003

FOREST CITY, IOWA, January 31, 2003 - Winnebago Industries, Inc. (NYSE:WGO), the leading United States (U.S.) motor home manufacturer, today announced two key executive appointments.

Ed Barker was elected to the newly created position of Senior Vice President, CFO by the Company's board of directors. In his expanded capacity, Barker will broaden his involvement to all aspects of the operations of the company, while continuing to oversee the Company's financial and purchasing operations.

Vice President, CFO since 1989, Barker joined Winnebago Industries in 1969, and has served in supervisory and management positions in finance since 1973. Barker graduated from Gates Business College in Waterloo, IA with a major in Executive Accounting.

"Ed's long tenure with the Company and his analytical abilities suit him well to expand his scope of involvement. I appreciate and seek out his advice regularly on a variety of corporate matters," said Winnebago Industries' Chairman, CEO and President Bruce Hertzke.

Roger Martin was elected to the position of Vice President Sales and Marketing. In this position, Martin will be responsible for all areas of sales, marketing, distribution, service and parts. Martin joined Winnebago Industries as the Director of Marketing in 1994, overseeing the company's marketing, advertising, public relations, owner's club and show/event activities. Prior to joining the Company, Martin worked in a variety of sales and marketing capacities with Carlson Marketing Group/Carlson Companies in Minneapolis, MN and Steiger Tractor, Inc., in Fargo, ND. Martin is a graduate of Concordia College in Moorhead, MN with a B.A. in Communications.

Martin replaced Jim Jaskoviak who resigned as Vice President Sales and Marketing effective January 10, 2003.

"Roger is extremely familiar with our sales and marketing strategies and has developed close working relationships with our dealer partners," said Hertzke. "He has been instrumental in our past marketing success and will be vital in further developing our leadership role in the future."

### About Winnebago Industries

Winnebago Industries, Inc. is the leading manufacturer of motor homes, self-contained recreation vehicles used primarily in leisure travel and outdoor recreation activities. The Company builds quality motor homes under the Winnebago, Itasca, Rialta and Ultimate brand names with state-of-the-art computer-aided design and manufacturing systems on automotive-styled assembly lines. 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. For access to Winnebago Industries investor relations material, to add your name to an automatic email list for Company news releases or for information on a dollar-based stock investment service for the Company's stock, visit, [www.winnebagoind.com/investor\\_relations.htm](http://www.winnebagoind.com/investor_relations.htm).