

Winnebago Industries® Teams Up with McDonald's® to Provide Prize in New In-Restaurant Game

March 25, 2003

FOREST CITY, IOWA, March 25, 2003 – McDonald's customers will soon have the chance to win a great vacation package. Winnebago Industries, as well as Moturis and KOA, have teamed up with McDonald's to provide a Road Trip prize package as part of McDonald's new in-restaurant game called "Winning Time™," starting Tuesday, March 25, at participating McDonald's nationwide. The package includes a \$2,000 Recreational Vehicle (RV) certificate to be used toward the payment for a Winnebago Industries motor home rental at a Moturis location, rental of supplies, and any other services offered by the rental operator; a \$250 camping certificate to be used at any of 500 Kampgrounds of America (KOA) locations; and \$3,500 to be used however the Winnebago RV Road Trip prize winner chooses.

Customers have a chance to win this great prize, along with numerous other prizes, in McDonald's new "Winning Time" game. Game pieces are featured right on select McDonald's products. Customers simply peel the game piece and see what they have won – chances are it could be the Winnebago RV Road Trip package. "We are so excited about our 'Winning Time' game as it provides a way to give our customers more fun with remarkable prizes and an exciting experience," says Douglas Freeland, McDonald's National Marketing Director. "This game features top-of-the-line prizes that our customers can win, from cash and time with celebrities to personal services, vacation packages, and sports cars -- all to help them enjoy their time more."

"Winning Time" runs from March 25, 2003 through April 21, 2003, or while supplies last and is easy to play. Customers of any age can play by simply ordering various McDonald's products with game pieces attached. "Winning Time" game pieces are bilingual and are attached to specific food packaging along with a brief description of the prize. The game is open to legal residents of the United States, Suriname, and Aruba.

Along with the Winnebago RV Road Trip Packages, other prizes include One Million United® Mileage Plus® Miles, trips to an NBA® game with an opportunity to meet NBA World Champion Kobe Bryant, Carnival Cruise Vacations, court time with WTA Champions Venus Williams and Serena Williams, computers with one free year of AOL® memberships, trips with the opportunity to meet NASCAR® Champion Tony Stewart, and more than \$2 million in cash prizes.

"Winnebago Industries is extremely pleased to participate in the "Winning Time" game," said Chad Reece, Winnebago Industries Director of Marketing. "The Winnebago RV Road Trip prize package provides a great family vacation for fifty lucky winners and promotes the concept of family RV vacations to millions of McDonald's customers across the United States."

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.

McDonald's is the world's leading food service retailer, with more than 30,000 restaurants serving over 46 million people each day. Approximately 80 percent of McDonald's U.S. restaurants are owned and operated by independent local businessmen and women.

For additional information about the "Winning Time" game, including official rules and prize details, please visit www.mcdonalds.com or www.winnebagoind.com.