

Winnebago Industries Introduces SIRIUS Satellite Radio in Most 2004 Models

July 31, 2003

FOREST CITY, IOWA, July 31, 2003 -- Winnebago Industries, Inc. (NYSE: WGO), the leading motor home manufacturer, and SIRIUS (NASDAQ: SIRI), known for delivering the very best in commercial-free music and premium audio entertainment, have collaborated to offer SIRIUS Satellite Radio in most of Winnebago Industries' new 2004 motor homes.

A SIRIUS receiver is included as standard equipment on Winnebago Industries' top-of-the-line Ultimate Freedom, while it is optional on the majority of the Company's other Winnebago, Itasca, Rialta and Ultimate brand motor homes. SIRIUS offers over 100 streams of digital entertainment, with 60 commercial-free, original music streams. High orbit satellites deliver crystal clear satellite programming anywhere in the U.S., and the SIRIUS receiver has full scrolling capabilities that show artist names and song titles. This upgrade includes a one-year prepaid subscription on select models.

"Winnebago Industries' is excited to make SIRIUS available to our valued customers," said Winnebago Industries' Chairman, CEO and President Bruce Hertzke. "This new system is just one more way we can enhance their RV lifestyle experience."

"SIRIUS is excited to partner with Winnebago Industries, a proven technology leader in the RV industry," said Joseph P. Clayton, President and CEO of SIRIUS. "We believe that our commercial-free music and premium programming will perfectly complement the needs of Winnebago Industries' motor home buyers."

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' product information, 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.

About SIRIUS

SIRIUS is the only satellite radio service bringing listeners more than 100 streams of the best music and entertainment coast-to-coast. SIRIUS offers 60 music streams with no commercials, along with over 40 world-class sports, news and entertainment streams for a monthly subscription fee of only \$12.95, with greater savings for upfront payments of multiple months or a year or more. Stream Jockeys create and deliver uncompromised music in virtually every genre to our listeners 24 hours a day. Satellite radio products bringing SIRIUS to listeners in the car, truck, home, RV and boat are manufactured by Kenwood, Panasonic, Clarion and Audiovox, and are available at major retailers including Circuit City, Best Buy, Car Toys, God Guys, Tweeter, Ultimate Electronics, Sears and Crutchfield. SIRIUS is the leading OEM satellite radio provider with exclusive partnerships with DaimlerChrysler, Ford and BMW. Automotive brands that have announced plans to offer SIRIUS in select models include Ford, Lincoln, Mercury, Mercedes-Benz, Jaguar, Volvo, Audi, Volkswagen, Land Rover and Aston Martin. Click on www.SIRIUS.com to listen to SIRIUS live, or to find a SIRIUS retailer or car dealer in your area.

Any statements that express, or involve discussions as to expectations, beliefs, plans, objectives, assumptions, future events or performance with respect to SIRIUS Satellite Radio Inc. are not historical facts and may be forward-looking and, accordingly, such statements involve estimates, assumptions and uncertainties which could cause actual results to differ materially from those expressed in any forward-looking statements. Accordingly, any such statements are qualified in their entirety by reference to the factors discussed in our Annual Report on Form 10-K for the year ended December 31, 2002 filed with the Securities and Exchange Commission. Among the key factors that have a direct bearing on our results of operations are our dependence upon third parties to manufacture, distribute, market and sell SIRIUS radios and components for those radios; the unproven market for our service; our competitive position and any events which affect the useful life of our satellites.