

## Winnebago Industries To Be Inducted Into Small Business Administration Hall of Fame

September 12, 2003

FOREST CITY, IOWA, September 12, 2003 - Winnebago Industries, Inc. (NYSE: WGO), is one of 23 businesses that were named as best of the best - businesses that started small but with big dreams for success - that will be honored as inductees into the U.S. Small Business Administration Golden Anniversary Hall of Fame on September 19, 2003.

Nominations for inductees were received from around the country from district and regional SBA offices. In addition to having received SBA assistance at some point, each nominated business was required to meet the following criteria: exemplary leadership in the business community; outstanding innovation; sustained growth, creating jobs and opportunities for others in their community; great diligence to overcome significant hardships to achieve success and outstanding dedication to their community.

"What most people don't know is that all of these big businesses started out small and received help from the SBA. Their success was the result of hard work and an unwavering commitment to excellence," said SBA Administrator Hector V. Barreto, "and the SBA is proud to have played a small part in the pursuit of their dreams."

Winnebago Industries was founded in 1958 as a travel trailer company under the name Modernistic Industries of Iowa. The fledgling company received a \$75,000 SBA loan in 1960. The firm's name was changed to Winnebago Industries in 1961 and on September 24, 1964 the Company's manufacturing plant was devastated by fire. With the assistance of another SBA loan of \$390,000 in 1965, Winnebago Industries was able to construct a new factory, and within months was building its world-famous motor homes.

"We are truly honored to be included as one of the SBA's 'best of the best,'" said Winnebago Industries' Chairman, CEO and President Bruce Hertzke. "We are very thankful for the SBA's assistance in our formative years and truly grateful for the opportunities that it provided for Winnebago Industries to grow to become the leader in the motor home industry."

Starting with just 17 employees in 1958, Winnebago Industries now has approximately 3,700 employees nationwide and approximately 2.7 million square feet of production under roof. Nearly two million square feet of that space comprises the largest RV production facility in the world in Forest City, Iowa. In addition, Winnebago Industries has satellite facilities in three other Iowa communities: Hampton, Lorimor and Charles City.

### 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.