

Winnebago Industries Announces Stock Split

January 14, 2004

FOREST CITY, IOWA, January 14, 2004 - Winnebago Industries, Inc., (NYSE:WGO), the leading United States (U.S.) motor home manufacturer, today announced that its Board of Directors has approved a 2 for 1 split of the Company's common stock effective on March 5, 2004 to shareholders of record on February 20, 2004. The stock split will be effected in the form of a 100 percent stock dividend. Winnebago Industries will have approximately 33.8 million shares outstanding after the stock split is effective.

About Winnebago Industries

Winnebago Industries, Inc. is the leading United States 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, <http://www.winnebagoind.com/html/company/investorRelations.html>