

Winnebago Industries Motor Home Earns Best Buy Rating From Consumers Digest

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FOREST CITY, IOWA, May 20, 2004 - Winnebago Industries, Inc.'s (NYSE: WGO) 2004 Itasca® Sunova® has been recognized as a Consumers Digest Best Buy. Featured in the upcoming June 2004 issue, a Consumers Digest Best Buy is defined as a product that offers the most value for a given amount of money.

"We are extremely pleased to receive a Consumer Digest Best Buy designation for the Itasca Sunova," said Winnebago Industries' Vice President of Sales and Marketing Roger Martin. "The Itasca Sunova, which was introduced in 2002, combines outstanding value, comfort and construction into an affordable Class A motor home, and is representative of the value and quality found in all Winnebago Industries products."

Consumers Digest lists the 2004 Itasca Sunova as a Premium Selection in their Best Buy ratings of motor homes. A Premium Selection designation means the product is full-featured and priced accordingly. Consumers Digest recognized the Itasca Sunova as allowing "you to travel without breaking the bank."

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.