

Winnebago Industries Voted "Most Admired" By RVBUSINESS.com Poll

August 30, 2004

FOREST CITY, IOWA, August 30, 2004 -- Winnebago Industries, Inc. (NYSE:WGO), was named as the "most admired" recreation vehicle (RV) manufacturer in America, according to a poll conducted by RVBUSINESS.com.

According to RVBUSINESS.com, nearly 300 industry professionals participated in the mid-August on-line survey. Winnebago Industries was ranked the "most admired" by nearly a third of the survey respondents with the next highest ranking garnering 15% of the vote. Winnebago Industries won the highest marks according to RVBUSINESS.com, not only for the quality of its units, but for the caliber of its aftermarket service and dealer support.

"We were extremely honored with the positive ranking of Winnebago Industries by RV professionals in the recent RVBUSINESS.com poll," said Winnebago Industries Chairman, CEO and President Bruce Hertzke. "We work extremely hard to continually improve our products and services to enhance our relationship with our motor home owners, our dealer partners and suppliers. It is very gratifying to have received these outstanding marks from our own dealer partners, as well as other industry professionals."

One survey respondent wrote, "Winnebago seems to have a vision that is truly inclusive of dealers and retail customers." Another respondent said, "Winnebago has a consistent business model that translates into sound practices for all of their operations. As a previous Winnebago dealer, I feel their level of professionalism and customer care is unmatched by any other manufacturer."

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 and Rialta 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>