

Winnebago Industries Selected As One Of The Nation's Best Manufacturing Companies By IndustryWeek Magazine

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FOREST CITY, IOWA, July 20, 2005 – Winnebago Industries, Inc. (NYSE: WGO), the nation's leading motor home manufacturer, recently earned distinction on the IW 50 Best Manufacturing Companies – an annual list recognizing the top 50 U.S. manufacturing companies for their outstanding manufacturing and financial performance. The special report appeared in the August issue of IndustryWeek (IW) and can be found on IW's Website at <http://www.industryweek.com/section.aspx?sectionid=42>.

In compiling the IW 50 Best Manufacturing Companies, IW considered financial measures demonstrative of both operational efficiency and market success. Members of the IW U.S. 500, the largest publicly traded manufacturing companies in the United States, were considered. IW selected the top performers by comparing financial performance during the past three years in six areas: Revenue growth, return on equity (ROE), profit margin, asset turnover, inventory turnover and return on assets (ROA).

"When IW created the IW 50 Best Manufacturing Companies list, we set out to highlight the manufacturing companies that were the best performers across general financial metrics and more manufacturing-specific," says Pat Panchak, editor-in-chief of IW. "We wanted to avoid naming "flash-in-the-pan," one-year performers, so we weighted the revenue growth and profit margins over three years, with the latest year's results weighted most heavily."

The winners in this year's IW 50 Best Manufacturing Companies list are from 18 different industries, compared to a total of 30 industries represented in the IW 500 list.

"Winnebago Industries is pleased to be recognized as one of the 50 best manufacturing companies in America," said Winnebago Industries' Chairman and Chief Executive Officer Bruce Hertzke. "We have 3,875 employees who work diligently to build and support what we believe to be the highest quality motor homes in the industry. We also believe we have the best dealer network in the RV industry to distribute and service our products to the retail customer. We are thrilled to receive the recognition by IndustryWeek and consider it a tribute to our entire team."

About IndustryWeek

IndustryWeek magazine, the IndustryWeek.com Website, and their related media products inform manufacturing executives of issues, trends, technologies, and manufacturing strategies that drive continuous improvement enterprise-wide.

IW is a brand of Penton Media, Inc. (www.penton.com, OTCCBB: PTON), a diversified business-to-business media company.

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 and Itasca 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>.

Contact: Sheila Davis, PR/IR Manager, 641-585-6803, sdavis@winnebagoind.com