



## Brandgenuity Takes the Wheel on Winnebago Industries' Licensing Efforts: "Wherever Winnebago goes, We Go!"

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FOREST CITY, Iowa, Oct. 2, 2013 /PRNewswire/ -- Winnebago Industries, Inc. (NYSE: WGO), a leading United States manufacturer of recreation vehicles, announced it has selected New York-based licensing agency, Brandgenuity, as its exclusive licensing agent of record. Brandgenuity will help the iconic outdoor adventure brand extend into new categories, including camping gear, apparel, outdoor furniture, and more.

"In the RV industry, we have led the way in quality and innovation for more than fifty five years," said Chad Reece, Director of Marketing at Winnebago Industries. "Now we will extend the Winnebago name and our values to a wider range of products that will help our owners and fans enjoy recreation and the freedom of life on the road even more." Winnebago Industries conducted an agency search process which led to partnering with Brandgenuity. Reece added, "The team at Brandgenuity possesses the necessary expertise and knowledge to guide us in new directions, and they share our values. We look forward to jumping on board with them!"

"We are thrilled to be representing Winnebago- one of the great, iconic, Made-in- America brands!" said Jay Asher, Founding Partner at Brandgenuity. "The timing couldn't be better, as Americans are now hitting the road and exploring this beautiful country with greater frequency." Sales of RVs are expected to continue to grow within the coming years. Asher concluded, "This is just the type of brand we love to work on—one that lives in people's hearts, not just in their heads."

Brandgenuity will work with Winnebago Industries to develop well-crafted and thoughtfully designed licensed products that hold true to the Winnebago name and encourage people everywhere to embrace the freedom of life on the road.

### **About Winnebago Industries**

Winnebago Industries, Inc., headquartered in Forest City, Iowa, is a leading United States (U.S.) manufacturer of recreation vehicles (RVs), which are used primarily in leisure travel and outdoor recreation activities. The Company builds quality motor homes, travel trailers, fifth wheel products and transit buses under the Winnebago®, Itasca®, Winnebago Touring Coach™, SunnyBrook® and Metro™ brand names

### **About Brandgenuity**

Brandgenuity LLC is a leading independent brand licensing agency based in New York. The agency was voted Licensing Agency of the Year by a leading industry publication. Brandgenuity extends famous and iconic brands into new categories to build awareness and generate incremental revenue. A full suite of licensing services include strategic licensing planning, prospecting, legal support & contract negotiation, and retail development and assisting manufacturers in the strategic acquisition of licenses. The agency's clients include HISTORY (*Swamp People*) and A+E Networks (*Duck Dynasty*), Boppy, Church & Dwight (ARM & HAMMER, OxiClean), Energizer Personal Care (Banana Boat, Hawaiian Tropic, Playtex), MGM Studios (*Robocop*, *Vikings*, *Hercules*), The Juilliard School, Pella, World Poker Tour and FX Network (*It's Always Sunny in Philadelphia*, *Archer*, *The League*), and Sondra Celli, among others. For more information please visit us at <http://www.brandgenuity.com>.

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