

Winnebago Named 'Newsmaker of the Year' for 2013 by RVBusiness Magazine

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FOREST CITY, Iowa, Jan. 30, 2014 /PRNewswire/ -- Winnebago Industries, Inc. (NYSE:WGO), a leading United States (U.S.) recreation vehicle manufacturer, was named "Newsmaker of the Year" for 2013 by *RVBusiness* Magazine and *RVBusiness.com*.

(Photo: <http://photos.prnewswire.com/prnh/20140130/CG56491>)

According to Sherman Goldenberg, partner and publisher of *RVBusiness*, "We picked Winnebago as our 2013 Newsmaker of the Year over and above other companies that also benefitted from last year's recovering marketplace because the Iowa-based RV builder has to a great extent reinvented itself as it strives to become more of a sales-driven company versus a manufacturing-centric firm. This transformation is largely a response to challenges posed by a revamped senior management team led for the past three years by Chairman, CEO and President Randy Potts, a 30-year Winnebago veteran, and, more recently, by Scott Degnan, a former Fleetwood Enterprises Inc. exec who now serves as vice president of sales and product management. And in the final analysis, *RVB's* staff concluded, the rebirth of Winnebago, a company billing itself as "The Most Recognized Name in Motor Homes," is in many ways emblematic of the entire industry's ongoing recovery."

"It is a great honor for Winnebago and all our employees to be recognized by *RVBusiness* for this prestigious award," said Winnebago Industries Chairman, CEO and President Randy Potts. "We've worked very hard in this recovering market, literally reinventing ourselves in every aspect of our business from the way we manage the product development process to branding our products and beyond. We look at every day as a new opportunity for continued improvement and will continue to make the changes necessary to grow profitably as we go forward. We're very excited about what the future holds for Winnebago."

About Winnebago

Winnebago, "The Most Recognized Name in Motorhomes[®]", is a leading U.S. manufacturer of recreation vehicles, which are used primarily in leisure travel and outdoor recreation activities. The Company and its subsidiary build quality motorhomes, travel trailers, fifth wheel products and transit buses under the Winnebago, Itasca, Winnebago Touring Coach, SunnyBrook and Metro brand names. Winnebago Industries has received the Quality Circle Award from the Recreation Vehicle Dealers Association every year since 1996. The Company's common stock is listed on the New York and Chicago 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 or to add your name to an automatic email list for Company news releases, visit, <http://www.winnebagoind.com/investor.html>.

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