

Winnebago Outdoor Presenting Sponsorship for Inaugural Tree Town Music Festival

April 4, 2014

FOREST CITY, Iowa, April 4, 2014 /PRNewswire/ -- Winnebago Industries, Inc. (NYSE:WGO); Winnebago Outdoor, the brand that celebrates the heritage of the Winnebago RV lifestyle with apparel, gifts, and gear, is the presenting sponsor for the inaugural Tree Town Music Festival. The outdoor country music event, which will be held in Forest City, Iowa, on May 23-25, 2014, is featuring today's top country music artists including Brad Paisley, Toby Keith, Chris Young, Brantley Gilbert, Scotty McCreery and many other up-and-coming Nashville stars.

"Our brand licensing efforts under the Winnebago Outdoor program are essentially about expanding the classic Winnebago brand with the love of the great outdoors and the open road to a new generation," stated Chad Reece, Director of Marketing. "Our partnership with Tree Town Music Festival in our own backyard truly fits the mold of our Winnebago Outdoor brand philosophy - never stand still and enjoy life outdoors."

An extension of Winnebago Outdoor is the RV travel planning service of Winnebago Outdoor Adventures. Since 1988, Winnebago Outdoor Adventures offers well-planned caravans and events for any brand RVer to enjoy! By booking tickets through Winnebago Outdoor Adventures, attendees get to experience the festival without any of the planning!

Highlights of the festival package will include:

- Early arrival and parking on the festival campgrounds
- Four nights of 50 amp camping on prime sites
- A chance to get upgraded to VIP seats at the festival
- VIP Winnebago Industries Factory Tour
- Four catered meals on the campgrounds
- Shuttle service and VIP access through the main entrance

2014 WINNEBAGO OUTDOOR ADVENTURE PRICE May 22-26*:

1 Unit 2 People: \$850

1 Unit 1 Person: \$625

Each Guest: \$300

*Price includes Tree Town Music Festival Admittance

As a bonus, everyone who signs up for the Tree Town Music Adventure is automatically entered into a drawing for two VIP festival tickets. For more information or to reserve your spot on the Winnebago Outdoor Adventures Tree Town Music Adventure, contact Melissa at 641-585-6267 or mkearney@winnebagoind.com.

Winnebago Outdoor represents the brand licensing efforts of Winnebago Industries, Inc. and is seeking opportunities to expand the Winnebago brand to new product categories outside the RV market. The online store, WinnebagoOutdoor.com, is the home for a variety of gifts and wearables for any fan of this classic American icon. Visitors to Forest City's Winnebago Outdoor Store, located at the Winnebago Visitors' Center, will find a variety of branded apparel and gifts as well as a locally produced gift selection.

Contact: Sheila Davis - 641-585-6803 - sdavis@wgo.net

SOURCE Winnebago Outdoor