

## Winnebago Introduces Pink Minnie for Breast Cancer Awareness

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FOREST CITY, IA -- (Marketwired) -- 07/08/14 -- Winnebago Industries, Inc. (NYSE: WGO), a leading United States manufacturer of recreation vehicles, announced the addition of a bright pink Minnie to its product lineup in support of breast cancer awareness. A \$1,000 donation will be made to the American Cancer Society for every pink Minnie sold.

"We feel very strongly about supporting the fight against breast cancer," said Winnebago Towables President Johnny Hernandez. "This disease primarily affects women, and these women are our grandmothers, mothers, wives, daughters, sisters, granddaughters, and aunts, which means this disease impacts virtually all of our lives."

According to the American Cancer Society, breast cancer is the second leading cause of cancer death in women, and over 200,000 new cases of invasive breast cancer will be diagnosed in women this year. "The pink Minnie with the breast cancer awareness ribbons is a special option that will be available through this fall on our six popular Minnie floorplans."

"We're thankful for the generosity of Winnebago and their support in helping us finish the fight against breast cancer," said Cinda White, senior representative, community engagement for the American Cancer Society. "With the help of supporters like Winnebago, the progress we're making against breast cancer is remarkable, and we won't stop until we end this disease."

Further information on the pink Breast Cancer Awareness Minnie may be found at [www.winnebagotowables.com](http://www.winnebagotowables.com) or contact Heather Stoppenhagen at 574/825-5250, ext. 5172 or [hstoppenhagen@winnebagoind.com](mailto:hstoppenhagen@winnebagoind.com).

### **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 and fifth wheel products under the Winnebago, Itasca, Era and SunnyBrook brand names. Winnebago Industries has received the Quality Circle Award from the Recreation Vehicle Dealers Association every year since the award's inception in 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.wgo.net/investor.html>.

Image Available: [http://www.marketwire.com/library/MwGo/2014/7/8/11G017957/Images/Minnie\\_Towable-Ex34-Pink-15-582405987734.jpg](http://www.marketwire.com/library/MwGo/2014/7/8/11G017957/Images/Minnie_Towable-Ex34-Pink-15-582405987734.jpg)

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