

Oatmeal Creme Pies and Road Trips -- the Perfect Match

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Winnebago Announces Partnership With Little Debbie

FOREST CITY, IA -- (Marketwired) -- 07/18/14 -- Winnebago Industries, Inc. (NYSE: WGO), a leading United States manufacturer of recreation vehicles, and Little Debbie®, America's leading snack cake brand, have partnered on the Oatmeal Creme Pie Road Trip Giveaway -- combining two of America's most recognized brands.

"We are excited to partner with Little Debbie on the Oatmeal Creme Pie Road Trip Giveaway," said Winnebago's Director of Marketing Chad Reece. "This promotion features two of America's greats -- the most recognized name in RVs and a leader in the snack food industry."

The back panel of Oatmeal Creme Pie cartons provides details about the Road Trip Giveaway, featuring a Winnebago Minnie Winnie as the grand prize. The promotion, which runs through November 30, awards the grand prize winner a two-week use of a new Winnebago Minnie Winnie. A classic icon of road trips, the Minnie Winnie is a true family favorite offering sleeping flexibility, a comfortable living area, fully equipped galley and plenty of storage -- both inside and out. The grand prize winner will also receive a copy of Jamie Jenson's best-selling book "Road Trip USA," as well as the Road Trip board game that challenges player's road trip knowledge, vocabulary and geography.

Monthly, first prize winners will be awarded a copy of the Road Trip board game; with second prize winners receiving the "Road Trip USA" book. In addition, 100 winners will receive Winnebago coolers -- perfect for any road trip!

For more information on the Road Trip Giveaway, or to enter the sweepstakes, visit www.oatmealcremepies.littledebbie.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.com/investor.html>.

About McKee Foods and Little Debbie

McKee Foods Corporation, a privately held, family-run company based in Collegedale, Tennessee, has sold more than 157 billion Little Debbie® snacks since the brand became available in stores in 1960. The top-selling Little Debbie® varieties are Oatmeal Creme Pies, Swiss Cake Rolls and Nutty Bars® Wafer Bars. McKee Foods sells over 200 million cartons of these three products every year. Sales of Little Debbie® snacks represent a third of the snack cake market, making Little Debbie® the No. 1 brand of snack cakes.

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