

Champion Home Builders, Inc.: A "Model" Winnebago Licensee

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Leading Manufacturer to Produce a Line of Winnebago Park Model RV's

NEW YORK, NY -- (Marketwired) -- 04/01/15 -- Champion Home Builders, Inc., a leader in the manufactured homes and Park Model RV industry and one of the largest [modular homebuilders](#) in North America, announced today that they have entered into a licensing agreement with leading recreation vehicle manufacturer, Winnebago Industries, Inc. (NYSE: WGO), for a line of Park Model RV's. The license agreement between Winnebago and Champion was brokered by Winnebago's exclusive North American licensing agent, Brandgenuity.

"We are very excited about this unique licensing opportunity and see the Park Model RV business as a natural extension of our Winnebago brand," said Chad Reece, Director of Marketing at Winnebago. "Based on their history of innovative, quality products and customer satisfaction, we feel that Champion Home Builders is a great choice to carry the Winnebago name into the Park Model RV space."

Champion Home Builders will be introducing the first Winnebago branded Park Model RV line this April at Winnebago's Dealer Days in Las Vegas. Each Park Model RV will be custom designed and authentic to the Winnebago brand, with features and designs that maximize space and storage and that are manufactured with high quality craftsmanship. The line of Winnebago Park Model RV's will be sold at Winnebago dealers as well as Park Model RV dealerships in the United States and Canada.

"We are honored and excited to be working with one of the most iconic Made-in-America brands," said Dick Grymonprez, Director of Park Model Sales at Champion Home Builders. "Champion's Winnebago branded products will provide our customers with the quality and affordable design choices they want when creating their dream vacation home."

About Winnebago Industries, Inc.

Winnebago, "The Most Recognized Name in Motorhomes®," is a leading U.S. manufacturer of recreational vehicles, which are used primarily in leisure travel and outdoor activities. The Company and its subsidiary build quality motorhomes, travel trailers, fifth wheel products and transit buses. The Company's common stock is listed on the NYSE 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://investor.wgo.net>.

About Champion

Champion was founded over 60 years ago and today is one of the largest factory homebuilders in North America. Headquartered in Michigan, the company has 30 manufacturing facilities throughout the US, Canada and the United Kingdom, and over 4,400 dedicated employees. Its current offerings include manufactured homes, Park Model RV's, modular homes, townhouses, duplexes as well as wood and steel-framed modular buildings for commercial use. There are 13 brands within Champion including: Silvercrest®, Titan®, Redman Homes®, Homes of Merit™, Atlantic® Homes, Athens Park Homes®, Dutch® Housing, New Era Building Solutions™, Carolina Building Solutions™, Highland Manufacturing™, Fortune® Homes, North American Housing and New Image Homes®.

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 and is ranked amongst the top 20 Licensing Agencies worldwide. Brandgenuity extends famous and iconic brands into new categories to build awareness and generate incremental revenue. A full suite of licensing services includes strategic licensing planning, prospecting, legal support & contract negotiation, retail development and assisting manufacturers in the strategic acquisition of licenses. The agency's clients include Stonyfield, Church & Dwight (ARM & HAMMER, OxiClean, Kaboom), Energizer Personal Care (Banana Boat, Hawaiian Tropic, Playtex), A&E (*Duck Dynasty*) and HISTORY (*Swamp People*), Winnebago Industries, Gas Monkey Garage, The Boppy Company, MGM Studios (Pink Panther, Rocky, *Vikings*, *Fargo*), Pella and World Poker Tour, among others. For more information please visit us at <http://www.brandgenuity.com>.

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Source: Winnebago Industries, Inc.