

Winnebago Industries One of National Geographic Channel's Ultimate Factories

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FOREST CITY, Iowa, Jan 21, 2008 (BUSINESS WIRE) -- Winnebago Industries, Inc. (NYSE: WGO), a leading United States motor home manufacturer, will be featured in an upcoming episode of National Geographic Channel's Ultimate Factories, premiering January 28 at 9 p.m. ET/PT.

Ultimate Factories will feature the flagship of the Winnebago(R) brand, the 2008 Winnebago Vectra, being built from start to finish at its headquarters in Forest City, Iowa. The 40-foot Winnebago Vectra features a premium chassis design, plush interior and features that will amaze you, like a 37-inch LCD TV, Home Theater Sound System, Corian(R) countertops, UltraLeather(R) furniture, dishwasher, washer/dryer combination and central vacuum system.

"The Winnebago Vectra is the ultimate in Winnebago Industries' motor homes, so it is the perfect coach to showcase our ultimate factory," said Winnebago Industries Chairman of the Board and CEO Bruce Hertzke. "We are excited to show our factory, products and exceptional employees on this hour-long show that is available to more than 67 million homes."

National Geographic Channel's Ultimate Factories takes you behind the scenes and inside high-tech, mega manufacturing plants. The one-hour episode traces the history and evolution of Winnebago Industries, as well as captures the innovative engineering and design found in the Winnebago Vectra.

Winnebago Industries operates what is clearly the largest and most sophisticated RV production facility in the world, with more than 2.5 million square feet situated on 570 acres in Forest City. With the use of automotive-styled assembly lines, Winnebago Industries produces the most motor homes in the industry, while maintaining stringent quality standards.

"We are extremely proud our company and top-notch manufacturing facilities were selected to be featured on Ultimate Factories," Hertzke said. "Winnebago Industries is celebrating its 50th anniversary in 2008, and we're proud to say we've set the standard for quality recreation vehicle manufacturing since 1958. Being featured on this show is just icing on the cake."

About Winnebago Industries, Inc.

Winnebago Industries, Inc. is a leading U.S. manufacturer of motor homes which are self-contained recreation vehicles used primarily in leisure travel and outdoor recreation activities. The Company builds quality motor homes under the Winnebago, Itasca and ERA brand names with state-of-the-art computer-aided design and manufacturing systems on automotive-styled assembly lines. 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, to add your name to an automatic email list for Company news releases or for information on a dollar-based stock investment service for the Company's stock, visit, <http://www.winnebagoind.com/investor.html>.

About National Geographic Channel

Based at the National Geographic Society headquarters in Washington, D.C., the National Geographic Channel (NGC) is a joint venture between National Geographic Ventures (NGV) and Fox Cable Networks (FCN). Since launching in January 2001, NGC initially eared some of the fastest distribution growth in the history of cable and more recently the fastest ratings growth in television. The network celebrated its fifth anniversary January 2006 with the launch of NGC ND which provides the spectacular imagery that National Geographic is known for in stunning high-definition. NGC has carriage with all of the nation's major cable and satellite television providers, making it currently available to more than 67 million homes. For more information, please visit www.nationalgeographic.com/channel.

SOURCE:

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