

## Winnebago Industries to Receive 16th Consecutive RVDA Quality Circle Award

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### Only RV Company to receive Award every year since its inception in 1996 -

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Winnebago Industries, Inc. (NYSE: WGO), a leading U.S. motor home manufacturer, received notification that the Company earned the prestigious Quality Circle Award from the Recreation Vehicle Dealers' Association (RVDA). The award is scheduled to be presented at a ceremony conducted at RVDA's "Celebrate Excellence: All-Industry Gala" on Wednesday, October 5, at the Rio All-Suite Hotel & Casino in Las Vegas.

(Photo: <http://photos.prnewswire.com/prnh/20110729/CG44140>)

"Winnebago Industries is truly honored to receive the Quality Circle award from RVDA," said Winnebago Industries' CEO and President Randy Potts. "Our employees have worked extremely hard to build high quality products, while providing world-class programs and services to our dealer partners. We are particularly proud that Winnebago Industries is the only manufacturer to receive this prestigious award from RVDA every year since its inception in 1996 and that we received the award for all three of our motor home brands."

Winnebago Industries was recognized for scoring 80 percent or above in overall dealer satisfaction as measured in the Dealer Satisfaction Index (DSI) survey conducted by RVDA. Based on the dealer responses to the annual Dealer Satisfaction Index (DSI) survey, Winnebago Industries' Winnebago, Itasca, and Era brands all qualified for a Quality Circle Award.

Dealers believe the DSI is a tool to help improve communication and the overall relationships with their manufacturers. The survey measures dealer attitudes in key policy, product, and procedure areas that dealers say are the most important elements in their business partnerships with manufacturers.

"Our dealer partners are our first-line customers, so it is vital that we understand all their needs," said Potts. "The DSI is a valuable indicator of our dealers' perspective on the quality of our products and services. We are honored by the confidence they have shown in Winnebago Industries and thank them for this great honor. We also thank our employees for their continued diligence to ensure that every Winnebago Industries motor home, program and service provided is of the highest quality. Our dynamic motor home lineup for 2012 has just been introduced to our dealers and we intend to continue to deliver the most innovative and highest quality products, services and support for both our dealer partners and retail customers."

### About Winnebago Industries

Winnebago Industries, Inc., The Most Recognized Name In Motor Homes<sup>®</sup>, is a leading U.S. manufacturer of recreation vehicles, which are used primarily in leisure travel and outdoor recreation activities. The Company builds quality motor homes, 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.winnebagoind.com/investor.html>.

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