

Winnebago Industries Helps Take CBS News' 'The Early Show' on the Road

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FOREST CITY, IOWA, Jun 30, 2008 (MARKET WIRE via COMTEX News Network) -- Winnebago Industries, Inc. (NYSE: WGO) is helping take CBS News' 'The Early Show' on the road this summer thanks to a state-of-the-art Winnebago Adventurer.

For the third consecutive year, Winnebago Industries is partnering with 'The Early Show' on their summer promotion, Early on the Road. This summer, 'The Early Show's' weatherman and feature reporter Dave Price will visit eight U.S. locations to discover the excitement and beauty of America.

We are proud to partner with CBS News' 'The Early Show' as they celebrate summer, said Winnebago Industries Chairman of the Board, CEO and President Bob Olson. This promotion showcases a Winnebago Adventurer motor home as a key element on this popular morning show. We chose the Winnebago Adventurer because of its popularity, style and innovation. The Adventurer is guaranteed to get Dave and the rest of 'The Early Show' crew to each destination in style and comfort. There is no better way to see the beauty of America than in an RV, and we're excited that 'The Early Show's' nearly 15 million weekly viewers will get to do just that through this summertime promotion.

A top selling Class A gas powered motor home, the Winnebago Adventurer is the total package with innovative floorplans, unique features, plush interior and a powerful chassis. Top-notch entertainment features are also found on this coach, like LCD TVs, the Sirius satellite radio and 10-CD changer just to name a few. Extras also include an electric fireplace, washer/dryer combination and the ultra-comfortable Sleep Number Bed by Select Comfort.

About Winnebago Industries

Winnebago Industries, Inc. is a leading United States manufacturer of motor homes, 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>

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