

Winnebago Industries to Be Featured on How It's Made

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FOREST CITY, Iowa, Oct 25, 2010 (BUSINESS WIRE) --

Winnebago Industries, Inc. (NYSE: WGO), a leading United States motor home manufacturer, will be featured in a two-part episode of the hit show *How It's Made* that airs on the Science Channel. The episodes, which feature how a Winnebago Industries' motor home is made, will premier on Friday, October 29 at 9 pm EST.

"We are extremely proud our company's, top-notch manufacturing facilities and products were selected to be on *How It's Made*," said Winnebago Industries Chairman, CEO and President Bob Olson. "When people think RV, they think of Winnebago Industries, so being included in this show is a natural fit. The *How It's Made* episode did a great job of showing how our motor homes are built from the ground up, and we're excited for viewers to see the quality we put into each of our motor homes by our top-notch employees."

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 is one of the industry's leading manufacturers, while maintaining stringent quality standards.

How It's Made is in its 16th season of showing viewers how the everyday objects people use become the things they are. *How It's Made* is broadcast in over 180 countries throughout the world and translated into many different languages. The show airs on the Science Channel in the US, as well as on the Discovery Channel abroad.

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. 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>.

SOURCE: Winnebago Industries, Inc.

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