

Winnebago Industries Presents the 2011 Itasca Sunova

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- New 36V makes its debut at recent RV shows -

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Winnebago Industries, Inc. (NYSE: WGO), a leading U.S. motor home manufacturer, continues its strong presence in the Class A gas market with the exceptional Itasca Sunova and the introduction of the new 36V floorplan.

"For 2011, we are excited to add the new 36V to the Itasca Sunova lineup," said Winnebago Industries' Vice President of Sales and Marketing Roger Martin. "With five floorplans to choose from, the Sunova is the ideal coach. Besides the addition of a new floorplan, there are a number of features that are now standard in 2011, like MCD American blackout roller shades, UltraLeather cab seats, a rearview monitor system, hydraulic leveling jacks, exterior wash station, and more. When you buy a Sunova, you buy a quality-built, feature-loaded coach. You won't find that with other Class A products at this price point."

Making its first appearance at recent RV shows in Grand Rapids, Mich., and Tampa, FL, the Sunova 36V was well received by dealers and consumers. "The Sunova 36V had a great initial screening at the show in Grand Rapids," said Bruce Terveen, sales manager with General RV Centers, Wayland, MI. "Winnebago Itasca Travelers Club (WIT) members attending the show felt this coach will definitely fit a niche for those looking for an open floorplan at a price that is right."

"What's fantastic about the 36V floorplan is the unbelievable amount of storage," said Mark Hollan, general manager with Harberson RV, Holiday, FL. "For a gas coach, the storage is perfect for full-timers. Plus, the front sectional sofa was a huge hit at the Tampa show. Before the show, we sold the first Sunova 36V we got at our dealership in one week, and had a customer purchase the coach on display at the show."

The all-new, double slide 36V floorplan offers an incredible amount of storage - with 152.9 cubic feet of exterior storage (which equates to over 1,143 US gallons of space). Winnebago Industries invented the Extendible Sectional sofa that's featured in the lounge area. The sectional sofa easily expands to create seating for seven, and it is positioned perfectly for viewing the mid-coach 40-inch LCD TV. Opposite the sofa is a comfortable recliner with a convenient pull-up table. The in-line galley features an available four-door refrigerator upgrade, while the bedroom has a queen bed, with a king bed optional, dual wardrobes and a chest of drawers. A large shower and private bath complete this new floorplan. Base MSRP of the new Sunova 36V is \$124,730.

The Sunova lineup also includes the 31E, 33C, 35J and 37L. The 31E is a double slide, side aisle floorplan that offers a fully equipped galley, comfortable lounge area with a standard 40-inch LCD TV and roomy bedroom. The triple slide 33C features a large driver's side slide that expands the entire galley and dinette, with a flat floor slide found across from the dinette for a spacious living area. A queen bed slideout is in the rear. A family favorite, the 35J features bunk beds and two available 8.5-inch flip down video screen

TVs with integrated DVD players near the bedroom. This floorplan has been enhanced in 2011 to include a mid-coach 40-inch LCD TV in the living area. The 37L offers three-zone living with attractive sliding doors separating the front living area, middle galley area and rear bedroom that features a king bed.

To see a Sunova for yourself, find a dealer closest to you by visiting www.goitasca.com and clicking on Dealer Locator.

About Winnebago Industries

Winnebago Industries, Inc., The Most Recognized Name In Motor Homes^(R), 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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