

The new trap is also far smoother operating with no back lash or flailing of the throwing arm.

With present cost estimates, we predict this trap will sell in the neighborhood of \$150. The Blue Rock is currently priced at \$89.50, with a factory cost of \$97.79. To be profitable the Blue Rock would have to be sold at \$150 without the performance advantages of the new trap.

- ④ With the addition of a cocking lever to further ease the operation and adaptation for electrical release, the new trap will replace the Wonder B.

Although lighter and smaller, it will match the performance of the Wonder at a lower price of about \$175 vs. \$195.50 for the mechanical release Wonder. The factory cost on the Wonder is \$230.

- ⑤ Eventually the new trap will give us a competitive place in the gun club trap market. The basic frame, throwing arm and spring assembly can be adapted for tournament trap by adding a power cocking system and an auto-angling base. We believe that this trap model can be sold in competition with the Western tournament trap at about \$750.

Together with the M4100, this trap will fill out our line for trap shooting.

- ⑥ Then to complete the picture, we plan to introduce the M4100S automatic skeet traps. These machines will be a premium product with a premium price of about \$2500 per set. They will compete with the Western skeet traps which are virtually the standard of the industry - a tough market. We believe that we can sell the M4100S to clubs that have bought the M4100's on the basis of