

Remington's safe gun handling campaign, which will be supported by SAAMI, was initiated in May with the first publication of the "Half Safe is Unsafe" advertisement, concerning the problems inherent in the improper handling of bolt action rifles and highlighting the danger of "tricking" the gun safety. A copy of this ad is attached as Exhibit C. With the commencement of this extensive campaign, it was decided that the Company's efforts to reduce accidents would now be best served by publicizing proper gun handling and maintenance information, rather than to continue running Model 600 Recall notices producing diminishing returns. The message we want to get across is that the answer to accidental discharge cannot be found exclusively within the firearm involved, and that only proper gun handling can eliminate injuries resulting from such occurrences.

B. K. Daubenspeck
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Secretary

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