FOR

| M700 SS | (Stainless | Synthetic) |
|---------|------------|------------|
|---------|------------|------------|

7mm Rem. Mag.

| 0 | BRIEF EXPLANATION OF THE PURPOSE OF THIS PROPOSAL: | | | |
|---|--|---------------------------------------|------------------|------------------|
| | See Centerfire E | Solt Action Rifle | planning hr | ief |
| | | · · · · · · · · · · · · · · · · · · · | | - |
| | | | | |
| | | · | | · |
| | | START-UP YEAR | 1ST FULL YEAR | 3RD FULL YEAR |
| 0 | TIMING QTR/ | YR: 1st/92 | 92 | 94 |
| 0 | VOLUME INCREMENT | AL: 2400 | 2400 | 2700 |
| | | NT:* | * | |
| 0 | PRICING M | SP: \$469.00 | \$469.00 | \$489.00 |
| | N | SP: | | |
| 0 | *REPLACEMENT VOLUME | | | |
| | DETAIL: None | | | |
| | | | | |
| 0 | VOLUME GROWTH OR (DECLINE) AFTER THIRD FULL YEAR: | 5% decline per | year | |
| 0 | LIFE EXPECTANCY OF THE PRODUCT: | 5 years | - - | |
| 0 | ADVERTISING AND MARKETING EXPENSE:_ | \$20M | - - | |
| 0 | COMPETITION: MANUFACTURER | MODEL | MSP | NSP |
| | Browning | A-Bolt Stainless Stalker | \$479.95 | |
| | Ruger | M77MK11RP | \$329.38 | |
| o | MARKETING APPROVAL: | | | |
| | | | | |
| | Director of M | arketing | DATE: | |

FOR

M700 SS (Stainless Synthetic)

300 Win. Mag

| 0 | BRIEF EXPLANATION | OF THE | PURPOSE OF | THIS PROPOSAL | .: |
|---|---|------------|----------------------|------------------|------------------|
| | See Centerfire | Bolt Ac | tion Rifle | planning brie | .f |
| | | | | | • |
| | | | | | |
| | | | | | |
| | | | RT-UP EAR | 1ST FULL YEAR | 3RD FULL YEAR |
| 0 | TIMING QT | R/YR: 1 | st/92 | 92 | 94 |
| 0 | VOLUME INCREMEN | NTAL:1 | 900 | 1900 | 2200 |
| | REPLACEN | MENT: | * | * | * |
| 0 | PRICING | MSP:\$ | 469.00 | \$469.00 | \$489.00 |
| | | NSP: | | | |
| 0 | *REPLACEMENT VOLUME DETAIL: | - | | | |
| | мопе | | · | | |
| 0 | VOLUME GROWTH OR (DECLINE) AFTER THIRD FULL YEAR: | 5% dec | line per ye | ear | |
| 0 | LIFE EXPECTANCY OF THE PRODUCT: | 5 | years | - | |
| 0 | ADVERTISING AND MARKETING EXPENSE: | | 20M | _ | |
| 0 | COMPETITION: MANUFACTURER | MODE | <u>L</u> | MSP | NSP |
| | Browning | A-Bolt | Stainless Stalker | \$479.95 | |
| | Ruger | KN77MK1 | | \$329.38 | |
| 0 | MARKETING APPROVAL | : : | | | |
| | | | | | |
| | Director of | Marketi | ng · | DATE: | |
| | | | | | |

FOR

M700 SS (Stainless Synthetic)

338 Win. Mag.

| | PLANATION OF T enterfire Bolt | | e planning hr | |
|-------------------------------------|----------------------------------|--------------------------|------------------|------------------|
| | | | | • |
| | | START-UP YEAR | 1ST FULL YEAR | 3RD FULL YEAR |
| TIMING | QTR/YR: | _1st/92 | 92 | 94 |
| VOLUME | INCREMENTAL: | 1400 | 1400 | 1800 |
| | REPLACEMENT: | * | * | <u> </u> |
| PRICING | MSP: | \$469.00 | \$469.00 | \$489.00 |
| | NSP: | | | |
| *REPLACEM DETAIL: | None | | | |
| VOLUME GF (DECLINE) THIRD FUI | OWTH OR AFTER 5% | decline per y | ear | |
| LIFE EXPE | CTANCY RODUCT: | 5 years | | |
| ADVERTISI MARKETING | NG AND EXPENSE: | \$20M | | |
| COMPETITI MANUFAC | | ODEL | MSP | NSP |
| Browning | A-B | olt Stainless Stalker | \$479.95 | |
| Ruger | KM7 | 7MK11RP | \$329.38 | |
| MARKETING | APPROVAL: | | | |
| | | | | |

FOR

M700 SS (Stainless Synthetic)

| 30-06 | Sprin | gfield | l |
|-------|-------|--------|---|
|-------|-------|--------|---|

| | | 30-06 Sprin | ngfield | |
|---|--|--------------------|------------------|---------------------------------------|
| 0 | BRIEF EXPLANATION OF | THE PURPOSE OF | THIS PROPOSI | AL: |
| | See Centerfire Bol | t Action Rifle | planning br | ief |
| | | | | · |
| | | | | |
| | | | | |
| | | START-UP YEAR | 1ST FULL YEAR | 3RD FULL YEAR |
| 0 | TIMING QTR/YR | : <u>1st/92</u> | 92 | 94 |
| 0 | VOLUME INCREMENTAL | : 1800 | 1800 | 1300 |
| | REPLACEMENT | : <u>1200</u> * | 1200 * | * |
| 0 | PRICING MSP | :\$449.00 | \$449.00 | \$469.00 |
| | NSP | : | | |
| 0 | *REPLACEMENT VOLUME | | | |
| | DETAIL: | 700 AS | 500 . | |
| | | 700 BDL | 700 | |
| 0 | VOLUME GROWTH OR (DECLINE) AFTER THIRD FULL YEAR: 20 | % decline per | year | |
| o | LIFE EXPECTANCY OF THE PRODUCT: | 5 years | | |
| 0 | ADVERTISING AND MARKETING EXPENSE: | \$20M | - | |
| 0 | COMPETITION: MANUFACTURER | MODEL | MSP | NSP |
| | Browning A-F | Bolt Stainless | \$479.95 | |
| | Ruger KM7 | Stalker 7MK11RP | \$329.38 | - |
| 0 | MARKETING APPROVAL: | | | |
| | | | | |
| | Director of Mar | keting | DATE: | · · · · · · · · · · · · · · · · · · · |
| | Director of Mar | Accing | | |

FOR

M700 SS (Stainless Synthetic)

270 Win.

| See Cen | terfire Bolt | Action Rifle | planning hr | ef |
|---------------------------------------|----------------|--------------------|------------------|------------------|
| | | | | |
| | | START-UP YEAR | 1ST FULL YEAR | '3RD FULL YEA |
| TIMING | QTR/YR: | _1st/92 | 92 | 94 |
| VOLUME | INCREMENTAL: | | 1000 | 800 |
| | REPLACEMENT: | <u>800</u> * | * 800 | · |
| PRICING | MSP: | \$449.00 | \$449.00 | \$469.00 |
| | NSP: | | - | |
| *REPLACEME DETAIL: | NT VOLUME | 700 AS | 400 | |
| | | 700BDL | 400 | |
| VOLUME GRO (DECLINE) THIRD FULL | AFTER | decline per | <u>y</u> ear | |
| LIFE EXPEC | TANCY DUCT: | 5 years | | |
| ADVERTISIN MARKETING | EVNEVAD. | \$20M | | |
| COMPETITIO MANUFACT | N: URER M | ODEL | MSP | NSP |
| Browning | A-Bo | olt Stainless | \$479.95 | |
| Ruger | KM77 | Stalker 7MK11RP | \$329.38 | |
| MARKETING . | | | | |
| | | | | |

FOR

M700 SS (Stainless Synthetic)

280 Rem.

| | | PROPOSAL: | |
|--|-----------------------------|---------------------------------------|------------------|
| Dec Cente | TITE BOIL ACTION RITT | e pranning of | |
| | _ | · · · · · · · · · · · · · · · · · · · | |
| | | | |
| | START-UF YEAR | 1ST FULL YEAR | 3RD FULL YEAR |
| TIMING | QTR/YR: 1st/92 | 92 | 94 |
| VOLUME INC | CREMENTAL: 1000 | 1000 | 1200 |
| REI | PLACEMENT: 500 * | 500* | |
| PRICING | MSP: \$449.00 | \$449.00 | \$469.00 |
| | NSP: | | |
| *REPLACEMENT DETAIL: | VOLUME | 300 | |
| | 700 BDL | 200 | |
| VOLUME GROWTH (DECLINE) AFT THIRD FULL Y | | <u>e</u> ar | |
| LIFE EXPECTAL | NCY CT: 5 years | | |
| ADVERTISING A | | | |
| COMPETITION: MANUFACTURE | ER MODEL | M5P | NSP |
| Browning | A-Bolt Stainless Stalker | \$479.95 | |
| Ruger | KM77MK11RP | \$329.38 | |
| MARKETING API | PROVAL: | | |
| | | | |
| Direct | or of Marketing | DATE: | • |