

- Reliability
- Competitive Quality
- Value Position / High Price
- Low Manufacturing Cost

The above criteria must be met while maintaining fits and finishes that are comparable to competitive products. The Model 99 must be functional and reliable and offer basic features such as automatic shell ejection and a top tang safety. The following basic versions of the Model 99 are planned for 1999 introduction:

- 12 Gauge Synthetic: This gun will feature matte metal finish, synthetic stock and fore-end and a 28" plain barrel with bead sight. Chambered for 3" shells, the 12 Gauge Synthetic will be offered with Rem chokes and weigh approximately 6 pounds.
- 20 Gauge Synthetic: Configured the same as the 12 Gauge Synthetic offering, the 20 Gauge Synthetic will feature a 26" barrel and should weigh approximately 5 pounds. A youth version of the 20 gauge will_also be offered incorporating a 23" barrel and LOP that is one inch shorter.
- A10 Bore Synthetic: Configured the same as the 20 gauge gun, the .410
 Bore Synthetic will feature fixed chokes. A youth version of the .410
 bore will also be offered with the LOP one inch shorter and a 23"
 barrel.

In order to maximize volume and market share, several additional configurations of the Model 99 will be required in future years. The following will be considered for future line expansion:

- 12 Gauge 31/2" Special Purpose Models
- Camouflaged Offerings
- Fully Rifled Deer Guns
- Barrel Porting Options
- Wood Stock Options

Page 30