

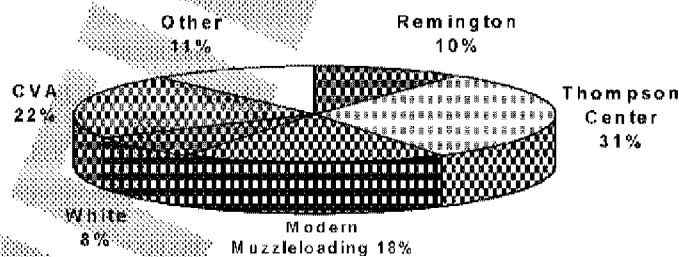
IN-LINE/BOLT ACTION MUZZLELOADERS

■ Market Share Overview

The domestic inline/bolt action muzzleloader market is estimated to be 450M units annually with retail sales value of \$77-\$99MM.

<u>BRAND</u>	<u>UNITS (M)</u>
Remington	45
Thompson Center	140
Modern Muzzleloading	80
White	35
CVA	100
Other	<u>50</u>
TOTAL	450

**In-Line/Bolt Action Muzzleloaders
Market Share²² (% Units)**



Remington's market share objective for muzzleloading in-line/bolt action rifles will be to increase share significantly during the next several years. This will be accomplished by expanding our product offering to address opportunistic niche markets.

²² Combined Analysis of: BATF Data for 1995, SAMMI Factory Shipments - 1996, Herstal Clinvest 1995, Gunmark Benelux - 1996 (Proof House Data) and NSGA Retail Study - 1996.