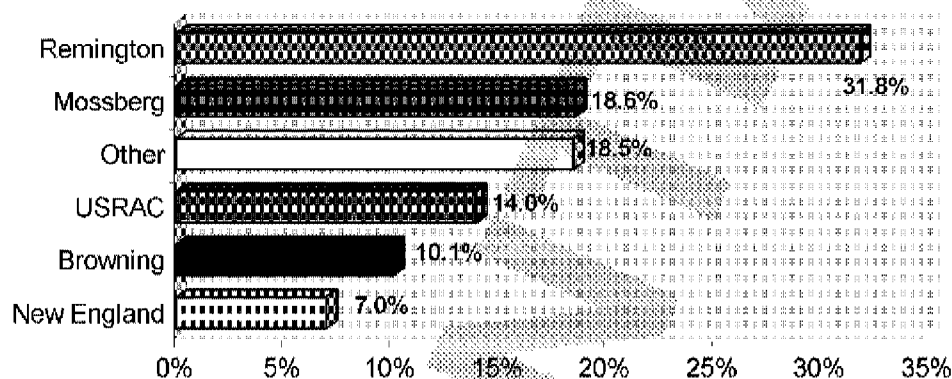
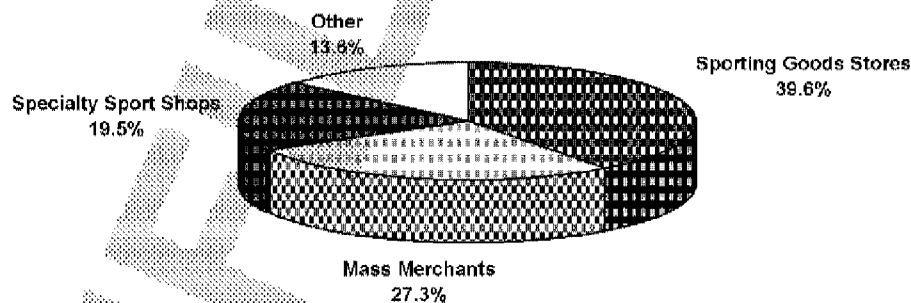


Shotgun Brand Share<sup>4</sup> (% of Units)

In addition, shotgun distribution by trade channel as reported by the NSGA in units and dollars are:<sup>5</sup>

## 1996 Shotgun Distribution Channels (% of Units)



The distribution trends in units sales from '95 to '96 are significant. They are:

- A 5% increase in sales by Sporting Goods Stores.
- A 4% increase in sales by Specialty Sport Shops.

<sup>4</sup> NSGA Retail Sales Study - 1996.

<sup>5</sup> Ibid.