

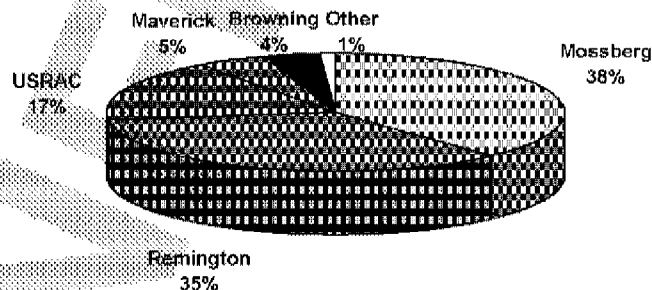
PUMP ACTION SHOTGUNS

■ Market Share Overview

The domestic pump action market is estimated to be 700-800M units annually with net industry sales valued at \$130-150MM. Remington's estimate of competitive volume and market share for the domestic market is as follows:

<u>Brand</u>	<u>Units (M)</u>
Remington	270
Browning	27
Mossberg	295
Maverick	35
USRAC	135
Other	10
TOTAL	772

**Pump Action Shotgun
Market Share¹⁰ (% of Units)**



Mossberg's business is heavily dependent on the Marts and has been boosted across all distribution channels by increasing sales of their M835, 3½" 12 gauge. Presently, Mossberg has no competition in the economy 3½" 12 gauge pump action

¹⁰ Sources: Combined analysis of Gunmark Benelux -1997, P.P.I. Research - 1995, BATF Production - 1995.