

■ Pricing Proposals - 1998

Shotgun Highlights:

The most acute issue in this category is pricing of the 870 Express. Price has been held on 870 Express for three consecutive years due to competitive pressures from Mossberg and weakened market demand for economy priced shotguns.

For 1998, Remington will be seeking an average price increase of just over 4% for the category. This move will add approximately ten dollars per unit and nearly \$2.5MM in revenue to the bottom line next year.

Shotgun Pricing Forecast:

Peerless	+ 7.3%
SP10	+ 2.9%
11-87	+ 1.2%
11-96	N/C
1100	+ 1.2%
870 Wing	N/C
870 Police	+ 2.5%
870 Express	+ 4.1%

Rimfire Rifle Highlights:

Pricing will be held on all 597 models due to late availability of finished product which has been significantly behind plan. Ilion produced rimfire will also remain unchanged except for a small increase of 2.3% on 541 bolt actions.

Rimfire Pricing Forecast:

M597	N/C
M597 Stainless	N/C
M597 Magnum	N/C
M552	N/C
M572	N/C
M541	+ 2.3 %
M581	N/C