

- Abandon costly rebate programs and replace them with useful merchandising tools which can assist selling efforts at retail.
- Carefully review available resources and tie in the synergy of firearms and ammunition wherever possible in all communication efforts.
- Develop a new corporate tag-line which creates a position for Remington in the consumer's mind. For example, "great guns deserve great ammunition, we make both".
- Review all sponsorships of magazine sweepstakes and promotions et el and determine the true value to the business via post audits.
- Tie in ammunition products with firearms products in specific advertising campaigns for the 700 Muzzel loader and the new family of 597 rimfire rifles.

Finally, *Remington must improve its presence on the Internet.* Our current web site is very limited in scope as it only provides information on the Shooting School, Powder Metal Parts and NASCAR. A new Remington web site is desperately need so that information on our core products can be obtained electronically via the Internet. *This form of information sharing is viewed as more important than publishing our annual catalog. The Internet is without question, the major source of information for youth and working professionals.*

Remington's new web site should contain the following information:

- Catalog information on all core products (features, benefits, and specs.)
- A complete listing of firearm parts with schematics including direct order capability via credit card purchase.
- A complete list of certified warranty firearm repair centers, accessible by geographical area including address, phone and point of contact.
- A statement of Remington repair procedure (the steps to follow when service is required on a Remington firearm).
- A complete listing of Remington direct dealers by state or geographic area including major indirect retailers serviced by our wholesalers.
- Places to hunt and shoot (gun club listings, and a listing of public hunting areas on a state by state basis).
- Questions and answers. The posting of the most frequently asked 100 questions as determined by Consumer Services should be up on our web site to reduce incoming calls to Corporate Headquarters.