

- Eventually, monitoring of the web site with an interactive end-user interface could be blended into the function of consumer information in an effort to improve Remington's customer service.

*Remington is well behind our major competition in developing a professional Internet presence.* Currently, Browning, Beretta, Ruger, Mossberg and Winchester all have comprehensive web pages that provide much of the information discussed above. *This form of communication is viewed as a competitive advantage.* Remington should give top priority to the construction of a new web site.