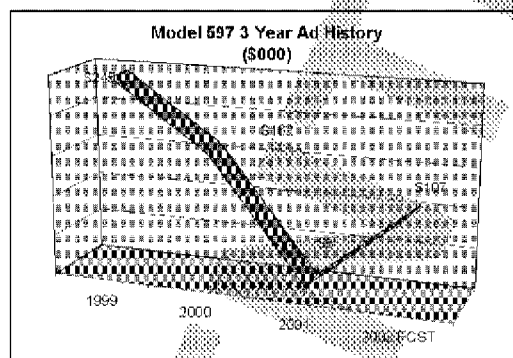
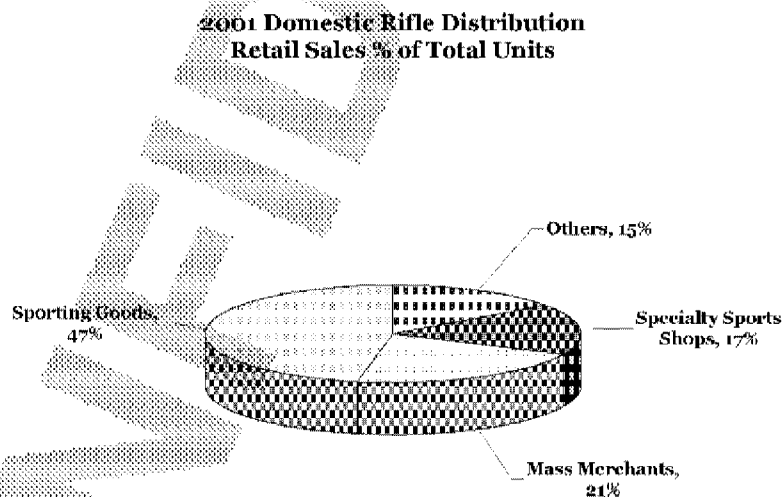


The chart above paints a clear picture of the emphasis Marlin and Ruger place on protecting their brand share in the rimfire market through the support of advertising dollars. In order to successfully gain share in the rimfire market, Remington must provide additional advertising support to generate impressions on the consuming public. Listed below is the historical and current forecast of advertising expenditures for the Remington Model 597 Autoloading Rimfire Rifle.



Distribution Analysis – Rimfire Rifles

Listed below is the total retail distribution for all rifles (centerfire and rimfire) as reported by the 2001 NSGA Retail Study.⁶



⁶ 2001 NSGA Retail Study.