

**Remington  
International Sporting Products**

WIN ★ 2006

- **Components To Making this Successful.**
  - Utilizing Remington Brand Awareness By Marketing The Firearms As Remington Branded Products.
  - Partnering With Manufacturers Who Are Experts At What They Do.
  - Products Are Held To The Same Quality Standards As Our Domestically Produced Products
  - Target Specific Products That Compliment Our Existing Offering.
  - Use Remington's Existing Infrastructure (ie. Sales, Marketing, Customer Service, Advertising, And Logistics) To Support The ISP Product Line.
  - Take Advantage Of The Lower Cost Of Production To Offer Consumers The Highest Value Product At Retail.