

August 20, 2002

Mr. Brad Lamb
President
North Carolina Consumers Council
P.O. Box 9274
Chapel Hill, NC 27515

Dear Mr. Lamb:

I was surprised to receive your letter of August 10, 2002 given the fact our pre-1982 bolt lock product modification campaign started in March 2002. That was six months ago! Where have you been if you were so concerned?

Perhaps since I do not know where you and your group have been since March of this year it would help you to know where Remington has been. Nearly a year ago we began working closely with the father of Gus Barber and his attorney together with Remington engineers, marketers and plant people to launch the pre-1982 bolt action rifle product modification campaign. The program, as designed, has been nothing short of a tremendous success. Large numbers of pre-1982 manufactured rifles have been modified and consumers have been pleased with our coupon offer. The actual results from our consumers are in sharp contrast to the speculation you posit in your August 10th letter.

I am most troubled by the tactics you and your "Consumers Council" utilized between August 8 and August 11, 2002. On August 8, 2002 you forwarded a Media Alert to local media in Greensboro announcing your intentions to picket our offices on August 11, 2002 (with, as it turned out six people) over the bolt lock modification program. Fortunately, the local media had the courtesy to advise Remington of your plans on August 9, 2002. At the same time, you attempt to create the impression of propriety and responsibility by sending me a letter on Saturday, August 10, 2002 listing your demands knowing full well I would not receive the letter until days after your "protest". This tactic of working with deception is in sharp contrast to any consumer group I have experienced in my 27-year business career.

Until I logged on to your web site I was at a loss to explain your failure to call our company directly to voice your concerns albeit months after the fact. Now it all makes sense!