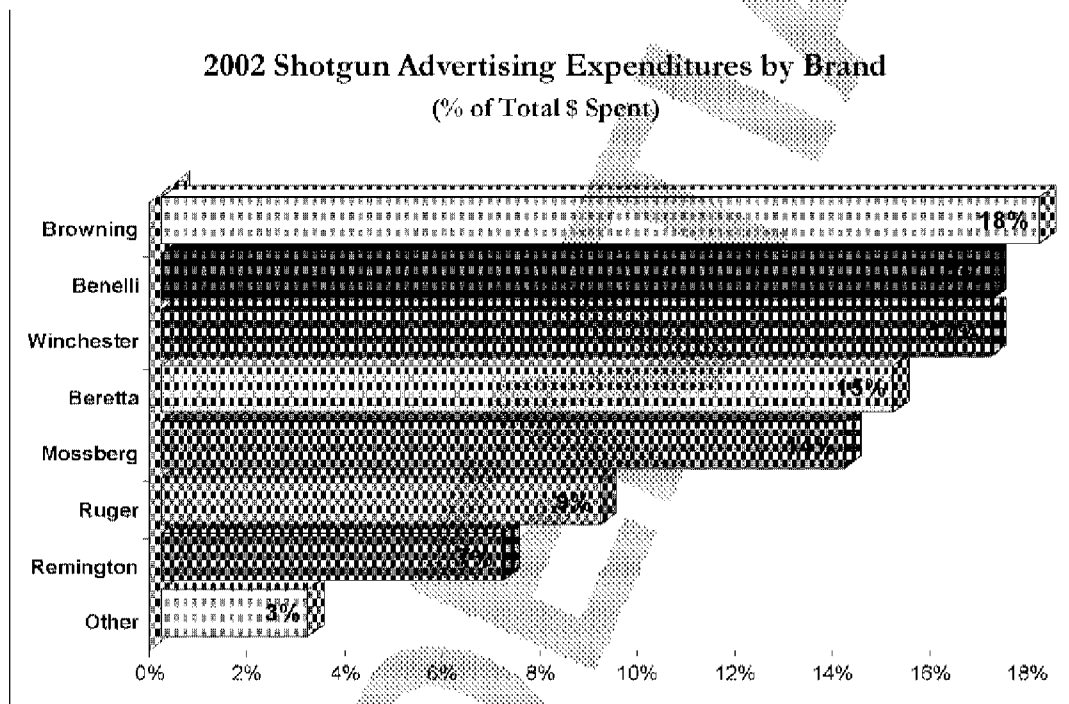


3. Advertising Expenditures by Manufacturer



- Shotgun advertising dollars spent by major manufacturers totaled nearly \$5.3MM in 2002. Of that, Browning/USRAC (35% of total), Beretta Group, which include both Beretta and Benelli (32% of total), and Mossberg (14% of total) accounted for 81%, or \$4.3MM of the cumulative advertising expenditures.
- **Remington's expenditures for shotgun advertising were only 7%, or \$0.398MM of the total, which represents a decrease of nearly \$100,000 from 2001. Given the breadth of Remington's shotgun line and the fact that it's clearly losing share in the shotgun market, this number is unacceptably low.** This trend of decreased ad spending is the opposite of what should be taking place and is an obvious improvement opportunity for Remington.

4. 2002 AdFacts Study