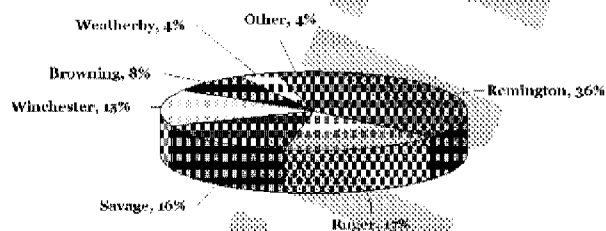


2002 Bolt-Action Centerfire Rifle Brand Share (% of Units)

2002 Bolt-Action Centerfire Rifles
(Brand Share by Manufacturer)



Remington currently occupies a dominant brand position in the bolt-action centerfire rifle market. 2002 was of great significance as Remington picked up an estimated 6%-8% brand share with the introduction of the Model 710 rifle. The Model 710 provided Remington with incremental sales volume, with demand levels exceeding Remington's ability to fully supply the market. Short term objectives are to continue to grow Remington's brand share through increasing capacity to fulfill more of the market's demand for Model 710's with the addition of magnum caliber offerings. An ongoing and longer term objective is to maintain the integrity of Remington's reputation for quality bolt-action centerfire rifles through continuous improvement initiatives that provide Remington with distinct competitive advantages with respect to perceived value and cost.

Remington Segment Performance – Bolt-Action Centerfire Rifles

Remington competes in the segment with three distinct product families, the Model 710 Sportsman, the Model 700 series and the Model Seven compact rifle. 2002 sales volume consisted of 220M units or \$84 MM in revenue. Overall volume and revenue changes from 2001 to 2002 were increases of 13% and (2%) respectively. Despite a gain in volume, revenue dollars decreased as the mix of high margin stainless guns to lower margin blued guns weakened.