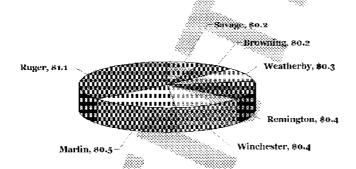
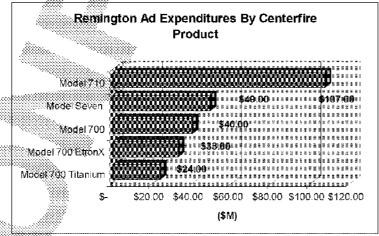
2001 Total Print Ad Expenditures - Centerfire Rifle

2001 Advertising Expenditures Key Centerfire Rifle Brands (* in Millions)



With the exception of Ruger, advertising dollars spent on supporting the centerfire rifle category are relatively evenly distributed between the top four players. Ruger, in contrast, spent nearly twice as many ad dollars supporting their centerfire rifles than did Remington, Marlin, and Winchester combined. This figure is significant and should not be overlooked Ruger is working aggressively to penetrate deeper into the centerfire rifle category.

2001 Remington Centerfire Ad Expenditures by Product Group



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