

|                      |        |
|----------------------|--------|
| Rimfire Ads by Brand |        |
| Remington            | \$0.02 |
| Savage               | \$0.01 |
| Ruger                | \$0.30 |
| Marlin               | \$0.50 |

|                                  |     |
|----------------------------------|-----|
| 2001 Domestic Rifle Distribution |     |
| Others                           | 15% |
| Specialty Sports Shops           | 17% |
| Mass Merchants                   | 21% |
| Sporting Goods                   | 47% |

|                                    |     |
|------------------------------------|-----|
| 2001 Remington Rimfire Retail Dist |     |
| Chains                             | 34% |
| Dealers                            | 20% |
| International                      | 3%  |
| Mass Merchants                     | 43% |

|                           |     |
|---------------------------|-----|
| 2001 Auto Rim Brand share |     |
| Other                     | 3%  |
| Browning                  | 1%  |
| Savage                    | 9%  |
| Remington                 | 11% |
| Marlin                    | 34% |
| Ruger                     | 41% |

|                                   |       |
|-----------------------------------|-------|
| 2001 Manual Action RF Brand Share |       |
| Remington                         | 0.5%  |
| Marlin                            | 27.0% |
| Savage                            | 20.6% |
| Henry                             | 19.1% |
| Other                             | 16.2% |
| Ruger                             | 12.3% |
| Winchester                        | 4.4%  |

|                         |       |
|-------------------------|-------|
| 2001 Advertising for CF |       |
| Savage                  | \$0.2 |
| Browning                | \$0.2 |
| Weatherby               | \$0.3 |
| Remington               | \$0.4 |
| Winchester              | \$0.4 |
| Marlin                  | \$0.5 |
| Ruger                   | \$1.1 |

|                |     |
|----------------|-----|
| Rem CF Dist    |     |
| Chains         | 43% |
| Mass Merchants | 22% |
| Dealers        | 35% |

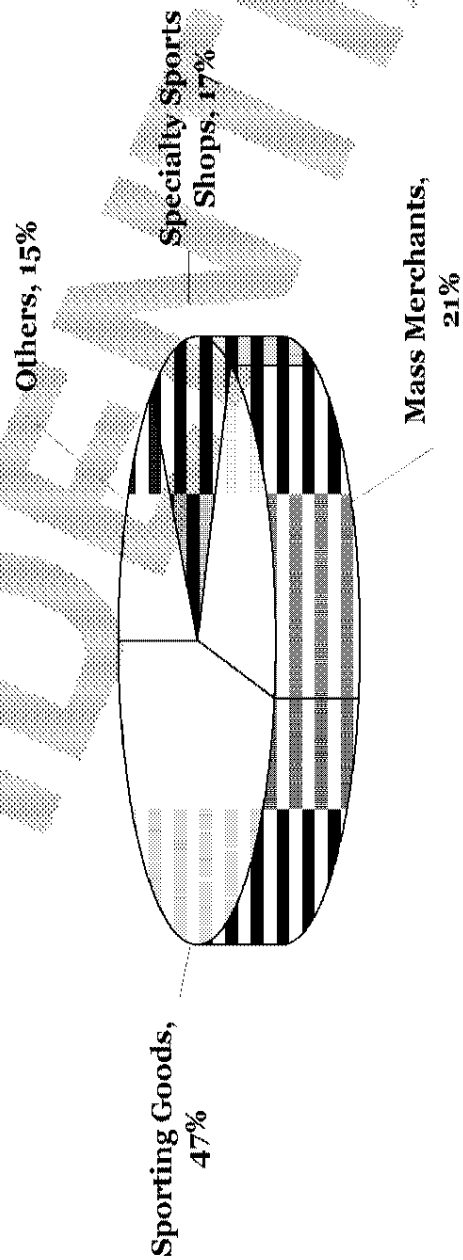
|                   |     |
|-------------------|-----|
| Rem CF Whlse Dist |     |
| Mass Merchants    | 15% |
| Chains            | 10% |
| Dealer            | 6%  |
| Wholesaler        | 69% |

|                                 |     |
|---------------------------------|-----|
| 2001 Bolt Action CF Brand Share |     |
| Remington                       | 36% |
| Ruger                           | 17% |
| Savage                          | 16% |
| Winchester                      | 15% |
| Browning                        | 8%  |
| Weatherby                       | 4%  |
| Other                           | 4%  |

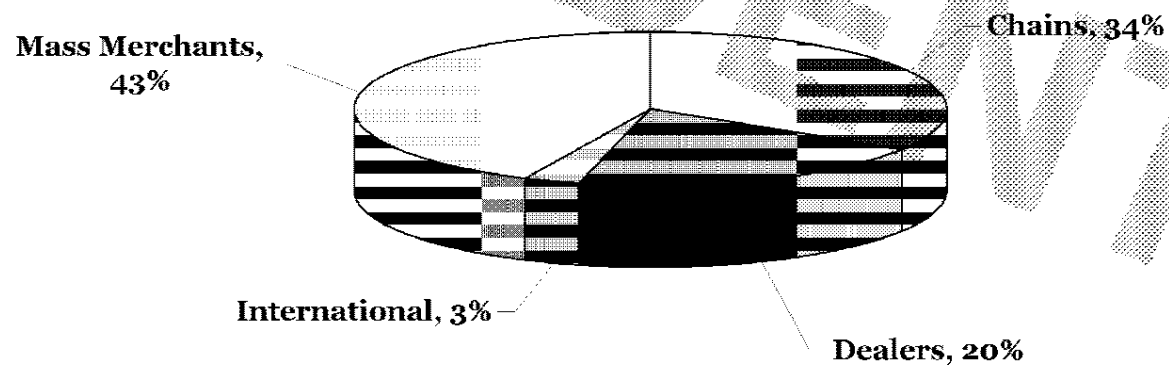
**2001 Advertising Expenditures  
Key Rimfire Brands  
(\$ in Millions)**



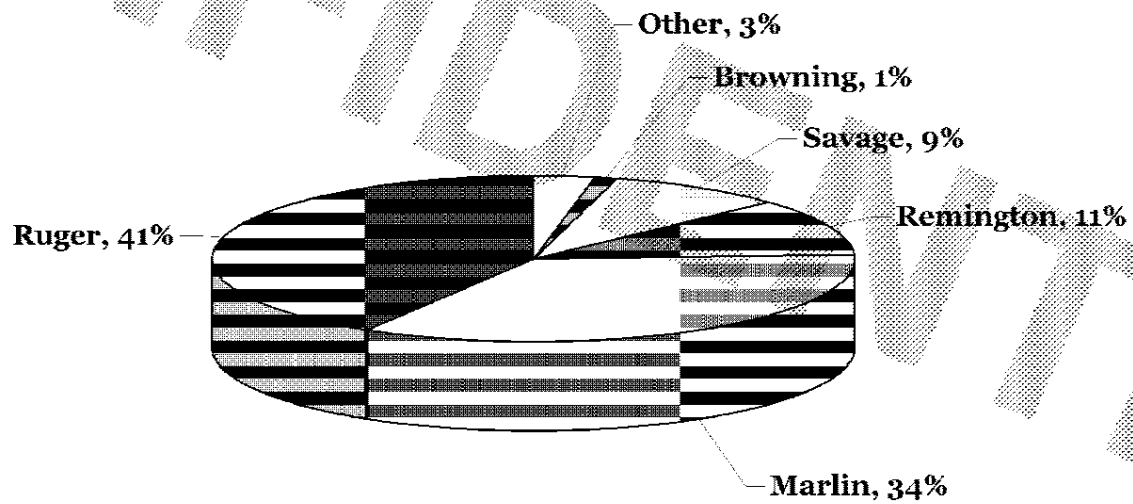
**2001 Domestic Rifle Distribution  
Retail Sales % of Total Units**



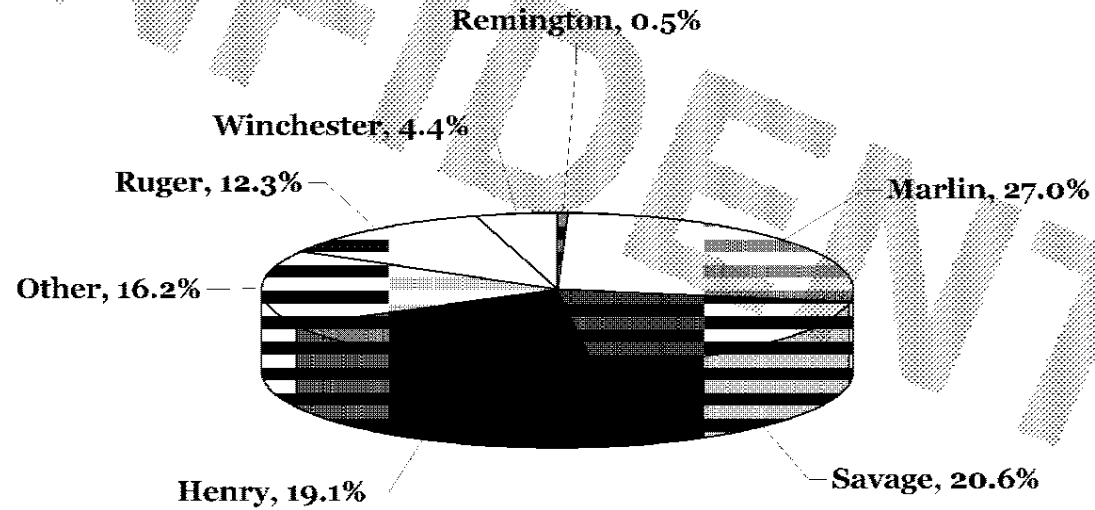
### 2001 Remington Rimfire Rifle Distribution Retail Sales % of Total Units



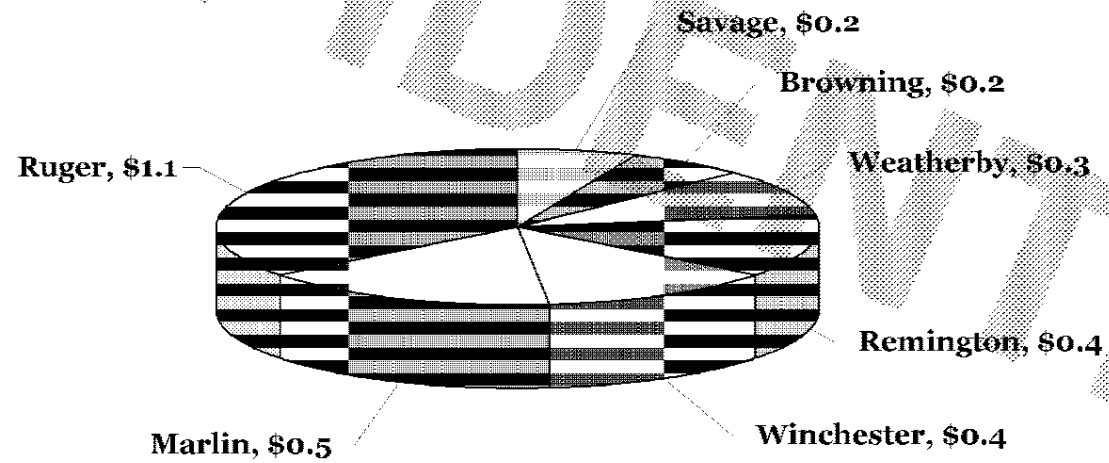
### 2001 Autoloading Rimfire Rifles (Brand Share by Manufacturer)



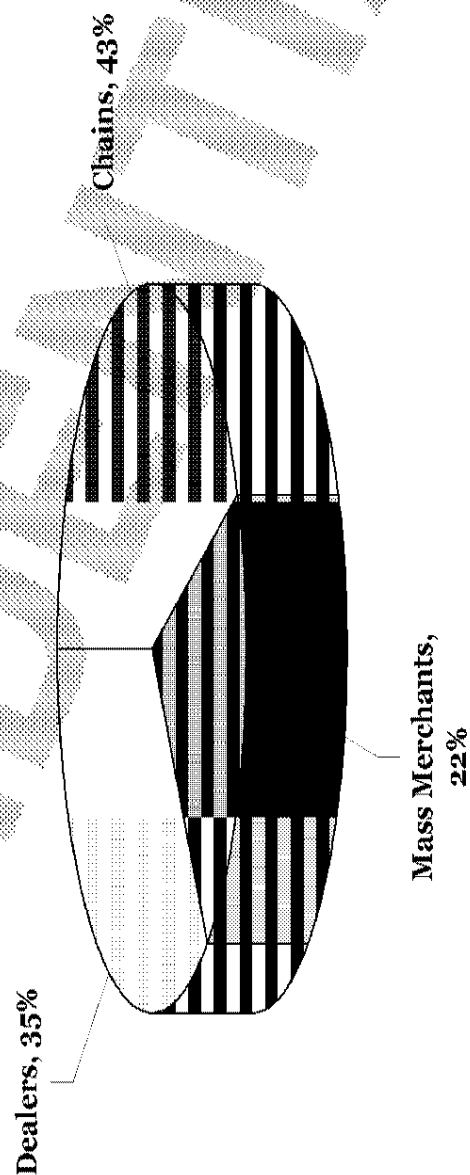
### 2001 Manual Action Rimfire Rifles (Brand Share by Manufacturer)



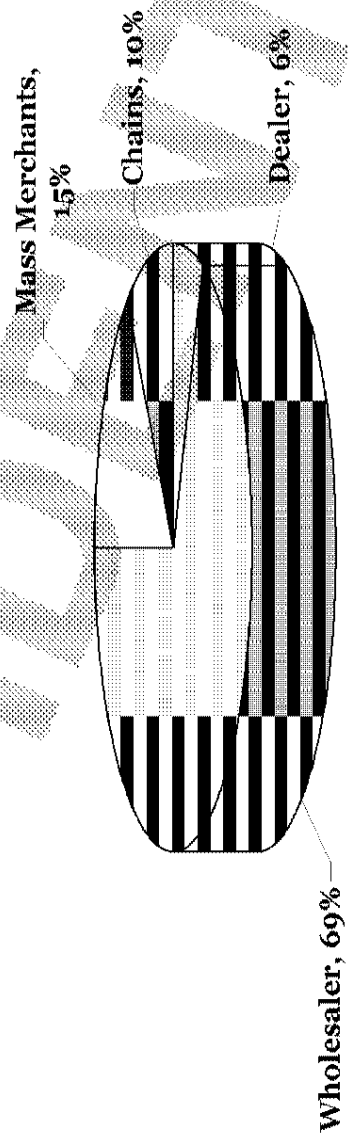
**2001 Advertising Expenditures  
Key Centerfire Rifle Brands  
(\$ in Millions)**



**Remington Centerfire Rifle Distribution  
Retail Sales % of Total Units**



## Remington Centerfire Wholesale Distribution



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

