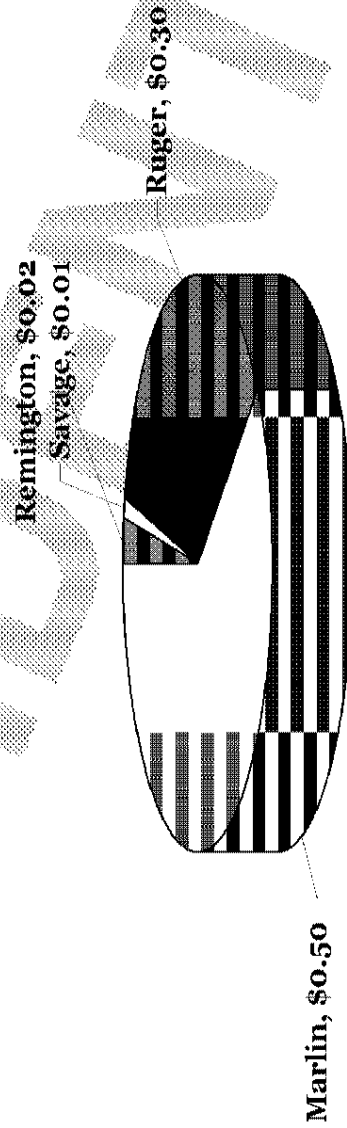


Rimfire Ads by Brand  
Remington \$0.02  
Savage \$0.01  
Ruger \$0.30  
Marlin \$0.50

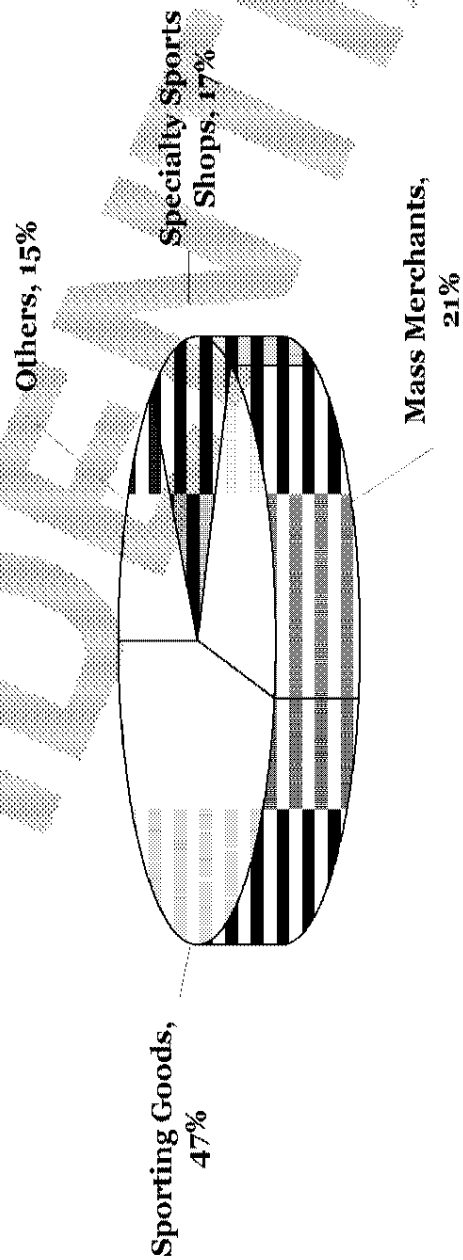
2001 Domestic Rifle Distribution  
Others 15%  
Specialty Sports Shops 17%  
Mass Merchants 21%  
Sporting Goods 47%

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

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



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



### 2002 Remington Rimfire Rifle Distribution Retail Sales % of Total Units

