

Rimfire Ads by Brand

Remington	\$0.02
Savage	\$0.01
Ruger	\$0.30
Marlin	\$0.50

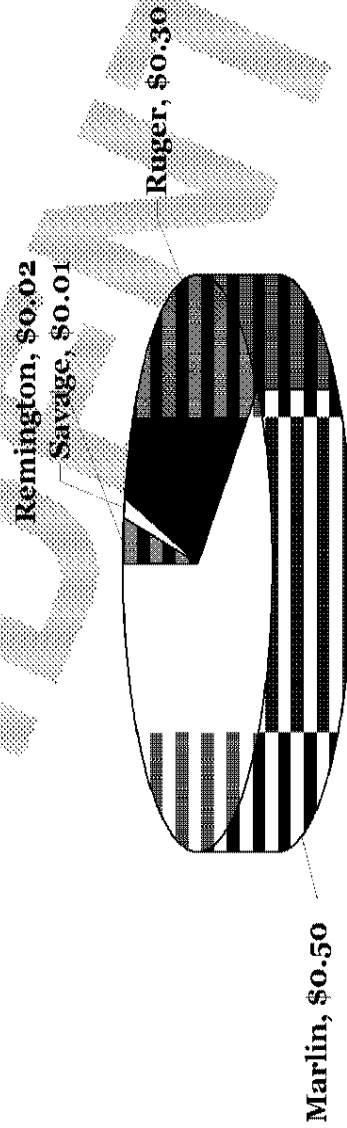
2001 Domestic Rifle Distribution

Others	15%
Specialty Sports Shops	17%
Mass Merchants	21%
Sporting Goods	47%

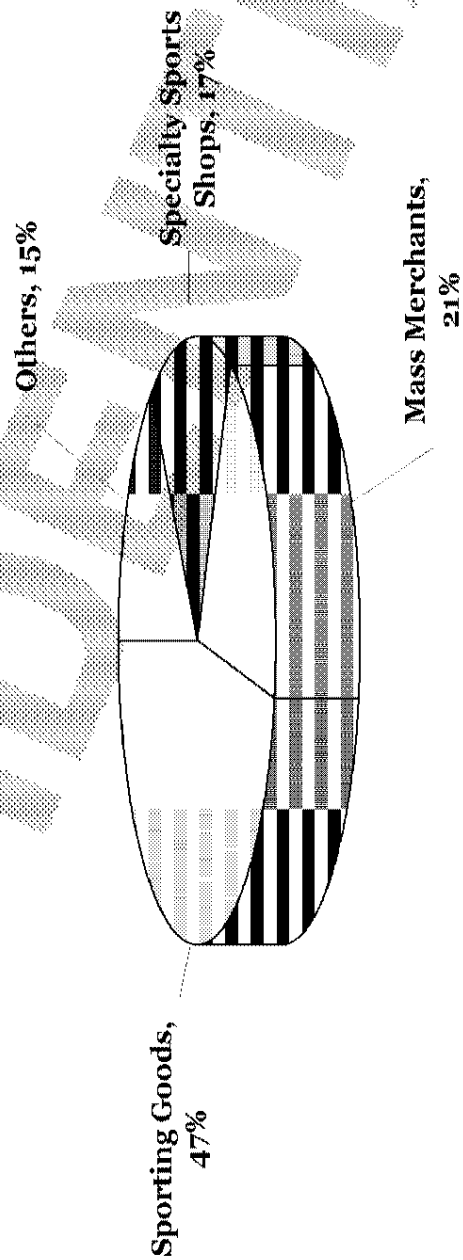
2001 Remington Rimfire Retail Dist

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**



2001 Remington Rimfire Rifle Distribution Retail Sales % of Total Units

