

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 Repeat

Marlin
Ruger
Winchester
Remington
Browning
Other

2001 Bolt Action CF Brand Share

Remington	36%
Ruger	17%
Savage	16%
Winchester	15%
Browning	8%
Weatherby	4%
Other	4%

ting Rifle Market Share

28%

21%

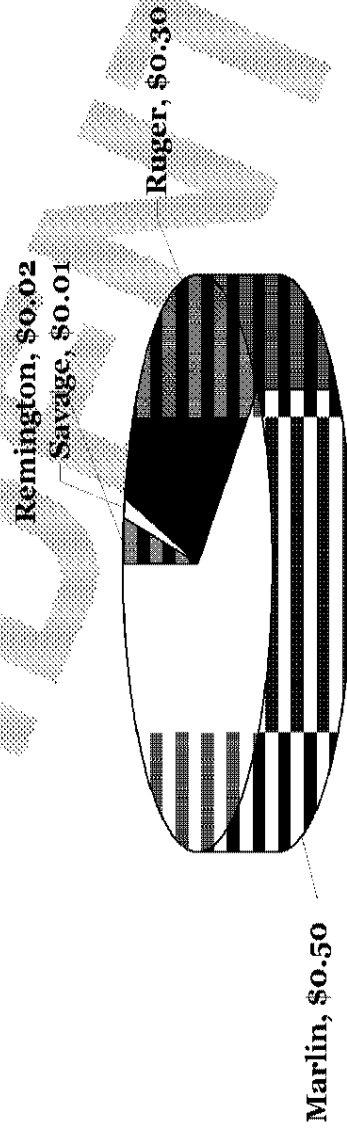
15%

9%

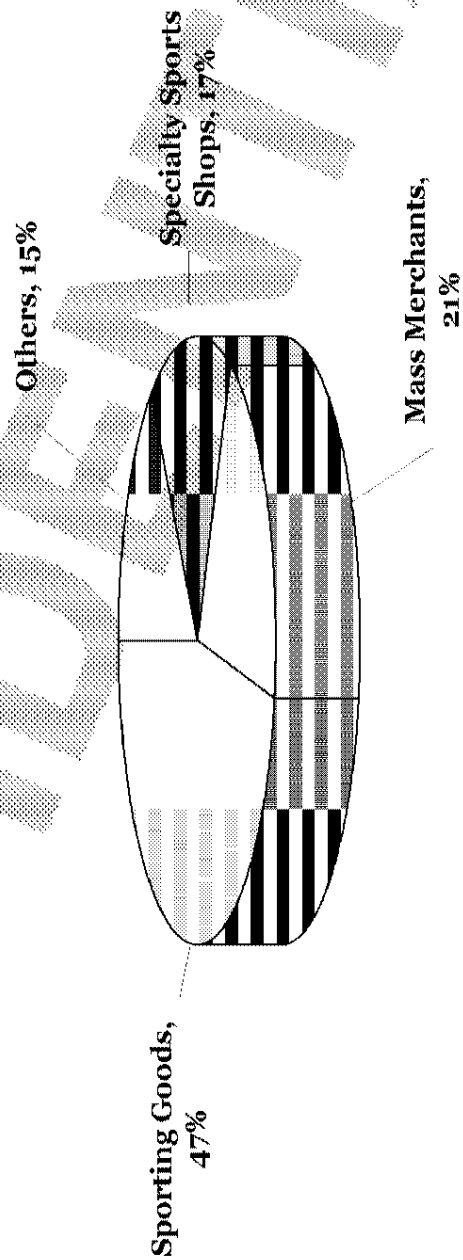
6%

22%

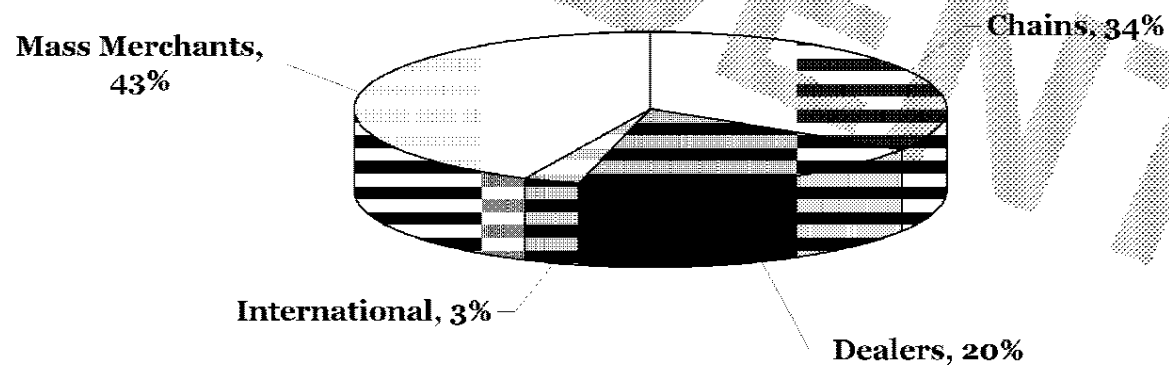
**2001 Advertising Expenditures
Key Rimfire Brands
(\$ in Millions)**



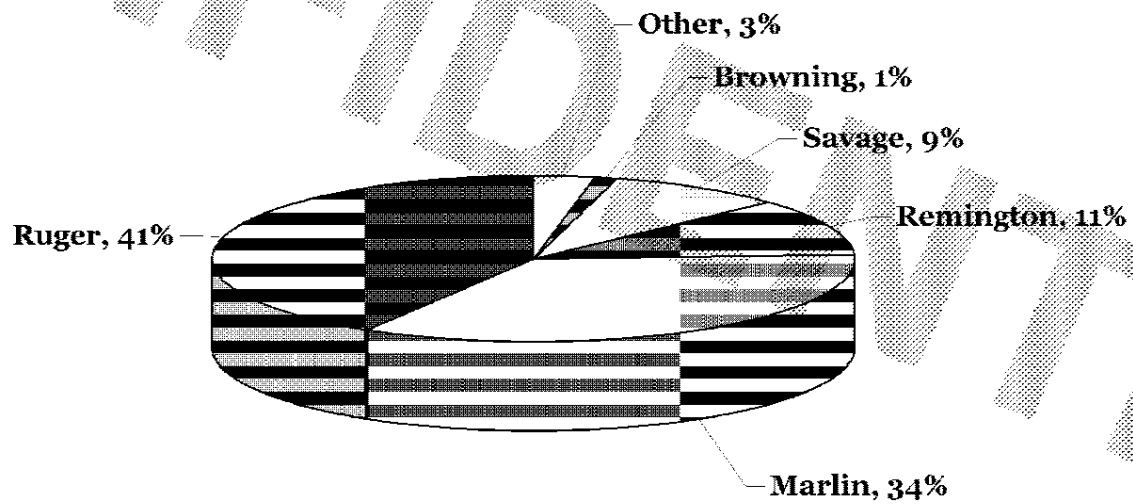
**2001 Domestic Rifle Distribution
Retail Sales % of Total Units**



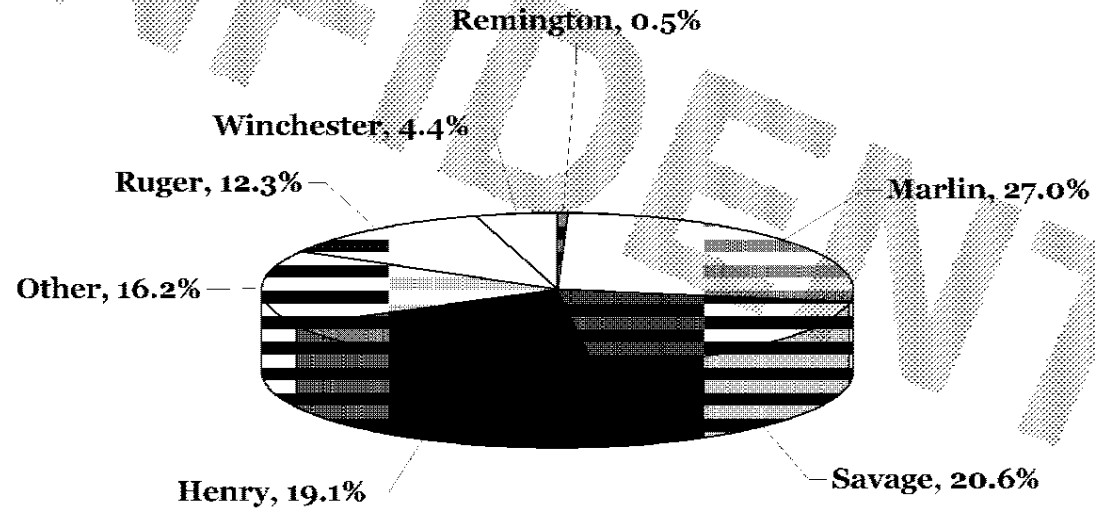
2001 Remington Rimfire Rifle Distribution Retail Sales % of Total Units



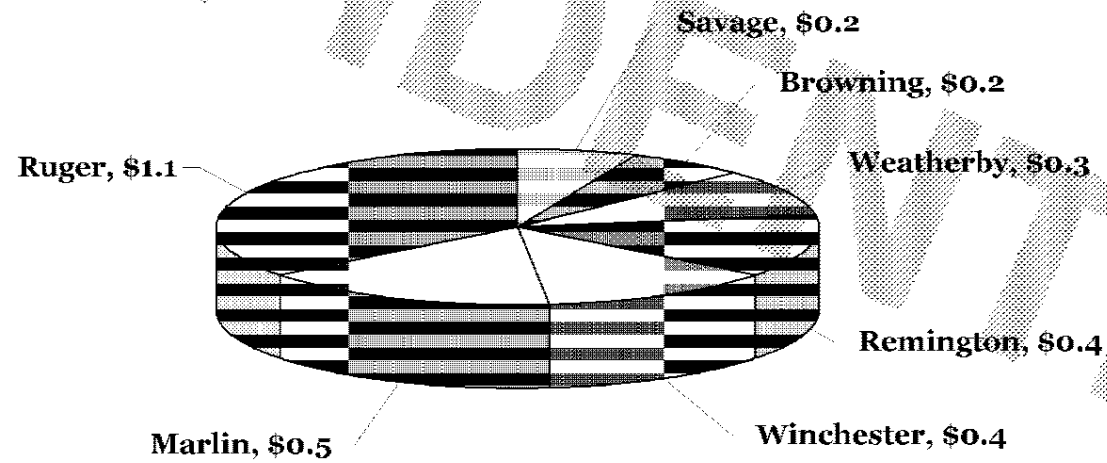
2001 Autoloading Rimfire Rifles (Brand Share by Manufacturer)



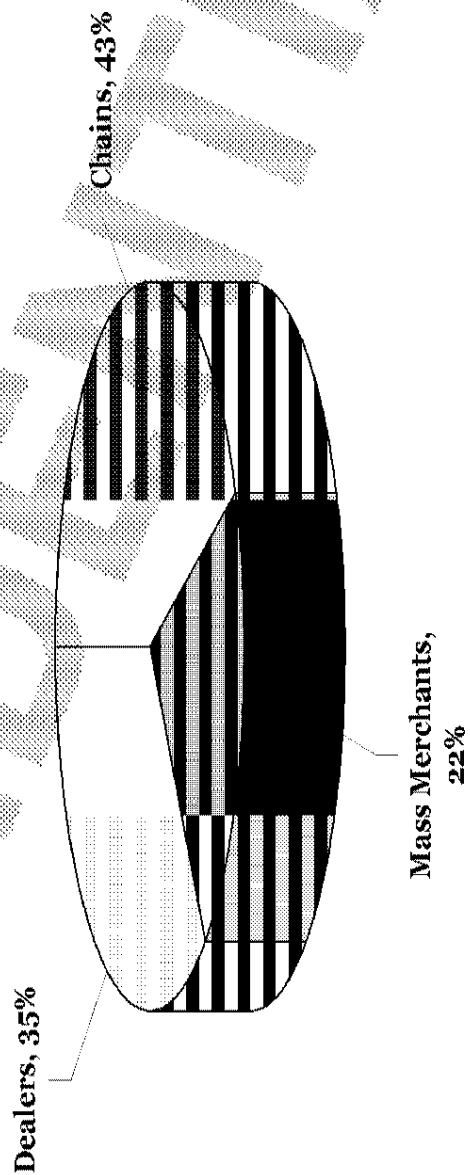
2001 Manual Action Rimfire Rifles (Brand Share by Manufacturer)



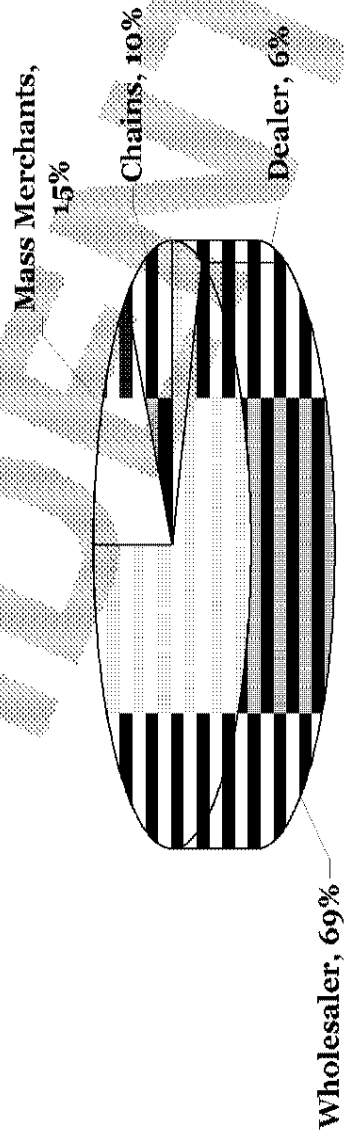
**2001 Advertising Expenditures
Key Centerfire Rifle Brands
(\$ in Millions)**



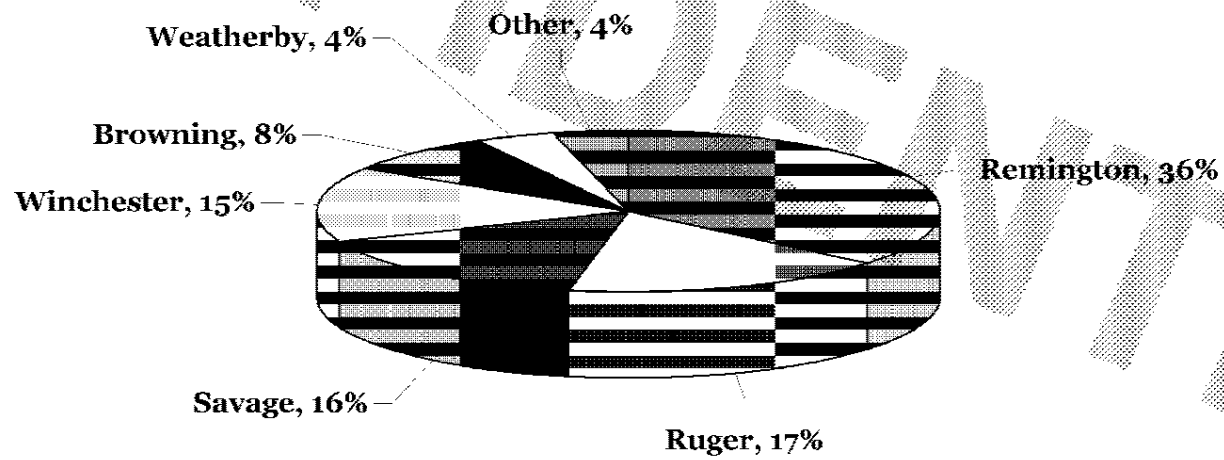
**Remington Centerfire Rifle Distribution
Retail Sales % of Total Units**



Remington Centerfire Wholesale Distribution



2001 Bolt-Action Centerfire Rifles (Brand Share by Manufacturer)



2001 Centerfire Repeating Rifles Brand Share by Manufacturer

