Remington®

1999 MEDIA KIT

R 2198495

PRESS PROGRAM

Press Message

A Collection of Services to Support the Outdoor Press

TO OUR FRIENDS IN THE OUTDOOR PRESS

By combining nearly 200 years of manufacturing excellence and our deep commitment to research and development, Remington is leading the way into the millennium with our innovative product introductions in firearms, ammunition and accessories for 1999. Our new product lines take advantage of Remington's unique synergy in the industry, and help position us for the future.

As the new year begins, we want to remind you that the Remington Press Office offers a wide variety of services to support the outdoor media – whether it's an idea for a story, technical support, photography or a product for test and evaluation. If there are ways we can assist you, please let us know.

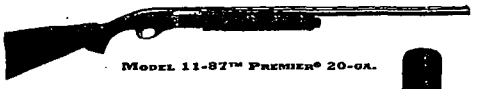
On behalf of the Press Department and the nearly 2,500 Remington employees worldwide, I want to thank you for your continued support and interest.

Linda Blackburn

KEY NEW 1999 PRODUCTS

MODEL 700™ LSS™ MOUNTAIN RIFLE

MODEL 870™ WINGMASTER® .410 BORE & 28-GA.



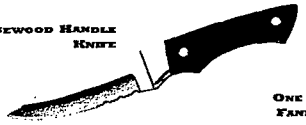
MODEL 11-87™ PREMIER® 20-GA.

.300 REMINGTON ULTRA MAG

PREMIER® PARTITION® CENTERFIRE RIFLE AMMUNITION

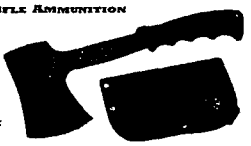
IMPROVED COPPER SOLID™ SLUGS

PREMIER® HIGH VELOCITY STEEL WATERFOWL LOADS

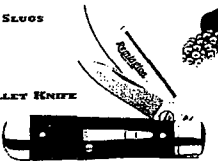


ROSEWOOD HANDLE KNIFE

ONE POCKET FANNY PACK



CAMP AXE



1999 BULLET KNIFE

ORGANIZATION SUPPORT

For many years, Remington has actively supported some of the country's most important press organizations. We believe in the contributions these organizations make, and the support they offer their members – so we back them up with our active participation. When possible, we attend meetings of these groups, and we welcome your invitation to participate in expositions, workshops, and other activities. See the back cover for a partial listing of the fine organizations we support.

PRESS PROGRAM PHILOSOPHY

As a major producer of products for hunting, shooting and fishing, Remington accepts matching responsibilities to you and your audiences. The first is to provide prompt and factual information on product news and other company activity related to the outdoors. The second is to function as a resource for technical support on our products, and to provide background on end-use activities in which those products might be used. We believe this creates a two-way communication that benefits all of us. If we do a better job of providing timely and informative news about our products, it will help you to communicate such news in whatever form you deem appropriate. If our background resources on products and outdoor activities helps to enhance your editorial commentary, the benefits revert back not only to our entire industry, but to all sportsmen and women as well. Remington knows that without your editorial efforts and coverage of our common field, we might all be in a different business, and far fewer people would appreciate or be able to enjoy what we like to call Remington Country.

IMPORTANT CONTACT INFORMATION FOR MEMBERS OF THE PRESS

The Remington Press Office maintains dedicated telephone lines for working press only, including toll-free service. To insure that these dedicated lines are available to writers, we ask that they never be published for consumer use.

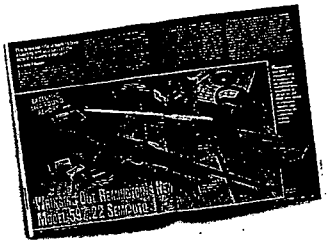
Remington Press Office
800-537-2278 (press only)
Fax Line:
336-548-7750 (press only)

Product Trial Program

We don't need to tell you that the easiest way to write about a Remington product is to have it in front of you, so you can see and feel Remington quality. Our Product Trial Program lets you evaluate Remington products easily – and we are proud to have one of the most accessible product evaluation programs in the industry. If you have a confirmed writing assignment and/or wish to evaluate Remington products, a written request gets the process started. Whether you're interested in evaluating firearms, gun care products, knives, ammunition, or any Remington product, we will do our best to supply what you need. We know deadlines are important, so please include your timing requirements with all written requests. Because so many writers enjoy the outdoors as a hobby and as a profession, we are pleased to make all Remington products available for purchase at a discount for qualified writers. Call us for pricing and special ordering information.

Feature Ideas and Information

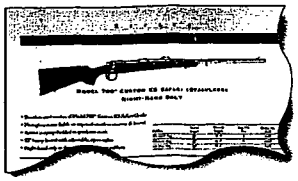
Coming up with ideas for the next "how to" piece can sometimes seem impossible. Or maybe you have a great idea, but can't seem to find the right "angle" to get started. Give us a call – we'll be glad to help you develop your outdoor story. Perhaps we can suggest a strategy or help you formulate story ideas. We talk with hunting, shooting, and fishing experts every day, and we're always glad to pass along some of the "secrets" of their successes.

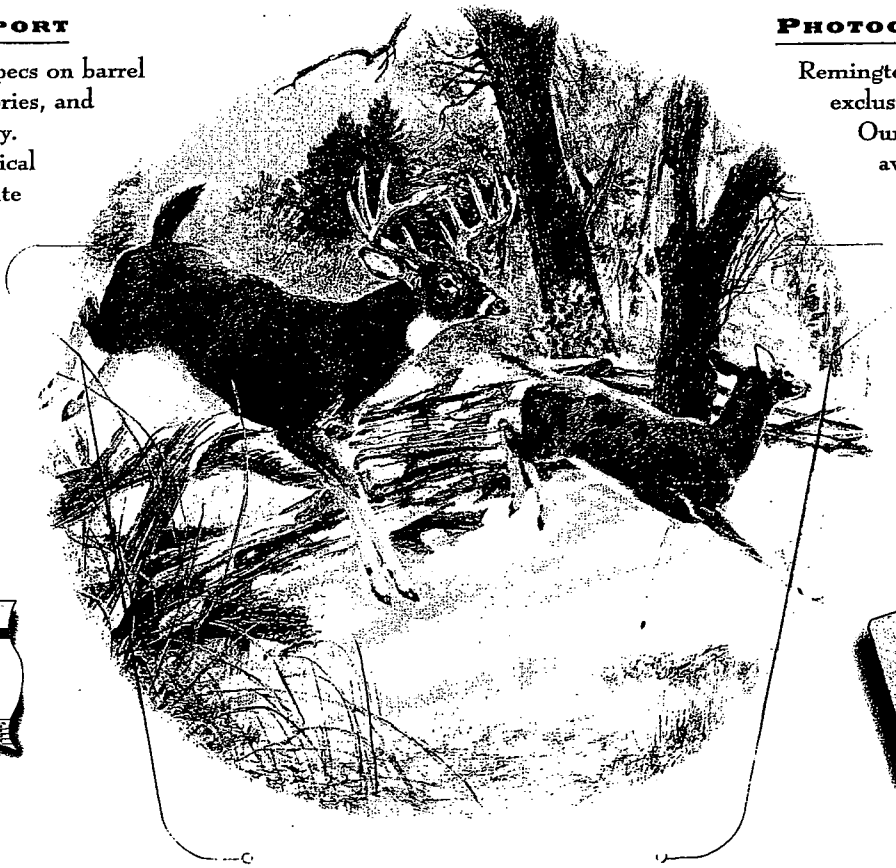


Technical Support

Getting the latest specs on barrel lengths, chokes, trajectories, and loadings isn't always easy. When it comes to technical help, there's no substitute for an experienced, informed source.

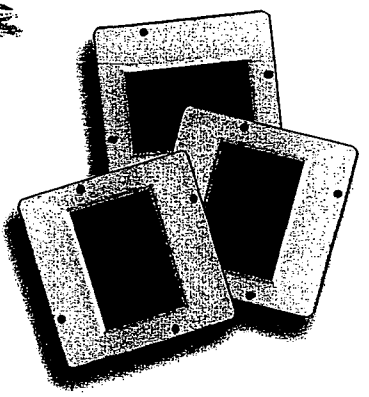
Where does one find such a source? At Remington, of course! Feel free to call us for technical support or product information, and we will put you in touch with our experts.





Photography Library

Remington maintains a photo library exclusively for outdoor writers. Our complete catalog is now available on disk – in Mac or PC format, along with color slides. And no matter what your photo budget, this service will fit – it's free!



February 1, 1999

FOR IMMEDIATE RELEASE
Contact: Linda Blackburn
336-548-8546 (Press only)
800-537-2278 (Press only)

Improved Remington® Premier® STS® Steel Target Loads Provide More Consistent Velocities

A pioneer in the development of steel shot ammunition, Remington has worked consistently to improve the performance of all its steel-loaded shotgun shells. The latest advance, of particular interest to clay target shooters, is a new line of improved 12-gauge steel target loads. In those locations where it is necessary to use steel clay target loads, shooters understandably want ammunition that performs with the same reliability and target-breaking effectiveness as standard lead target loads.

Remington's new 12-gauge steel target loads reduce variations in velocity from shell to shell to a level of consistency comparable to that of its Premier® STS® lead target loads. As shooters know, variable velocities can occasionally result in a missed target, particularly on the wide-angle targets from mid stations at skeet and end stations at trap.

The key ingredient of this improved velocity consistency is a newly-designed shot cup wad of more flexible, low-density polyethylene. The over-powder gas seal design essentially duplicates that of our patented Fig. 8 wad in length, diameter, and thickness, thus capitalizing on the ability to effectively seal powder gasses even in overbored trap guns.

Another improvement in new Premier® STS® steel target loads is taken directly from the design of their lead-shot brothers: their specially-skived case mouth that reduces and evens out the pressure to open the crimp on firing. This is also a factor in velocity uniformity.

New Remington improved 12-ga. Premier® STS® steel target loads are available in 2¾-dram loads with Number 7 shot size, and three-dram loads with Number 6½ and 7 shot sizes; and in 20-ga. 2½ dram loads with Number 7 shot.

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February 1, 1999

FOR IMMEDIATE RELEASE
Contact: Linda Blackburn
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New Premier® Nitro-Steel™ High Velocity Waterfowl Loads Introduced by Remington®

Remington has announced a new line of Premier® Nitro-Steel™ High Velocity waterfowl loads specifically designed to retain greater long-range energy with larger-size steel pellets. Ever since steel shot was mandated as a replacement for lead in waterfowl hunting, a key to successful hunting has been to develop steel shot loads with effective remaining pellet energy at reasonable, but longer ranges.

Because steel is lighter and has only about two-thirds the specific density of lead, larger pellets are required for comparable effectiveness. However, the larger steel pellets have greater wind resistance than smaller lead pellets and slow down faster in flight. Increasing the initial, muzzle velocity of steel helps to counteract this by retaining more effective energy for larger birds and simultaneously reducing the required forward allowance for longer shots.

Remington's new Premier® Nitro-Steel™ High Velocity loads accomplish this with some of the highest initial velocities available from current waterfowl loads, while maintaining a high enough pellet count for effective pattern density.

These new Premier® High Velocity steel loads will be produced in five specifications: a 12-gauge, 3-inch Magnum with 1⅛ ounces of BB, 2 or 4 shot at 1500 feet per second; a 12-gauge 3½-inch Magnum with 1⅜ ounces of BB shot at 1450 feet per second; and a 10-gauge, 3½-inch Magnum load with 1⅜ ounces of BB shot, also at a muzzle velocity of 1450 feet per second.

These new Premier® Nitro-Steel™ High Velocity loads will be available in late 1998, well in advance of this years' late waterfowl seasons.

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Remington® Adds .300 Win. Mag. Loading to Premier® Ballistic Tip® Ammunition Line

In 1999, Remington is adding another outstanding big game caliber to its line of Premier® Ballistic Tip® centerfire ammunition. The newest addition to this highly versatile ammunition group is the .300 Win. Mag., loaded with a 180-grain Nosler® Ballistic Tip® bullet.

The highly efficient aerodynamic form and unique internal design of Nosler® Ballistic Tip® bullets have proven to deliver remarkable all-around performance over a broad spectrum of ranges and on a wide variety of game. For hunters likely to face an unpredictable variety of situations afield, Nosler Ballistic Tips constitute a wise and dependable choice.

The pointed polycarbonate tip, in conjunction with a boat tail base, creates an exceptionally low drag factor that retains velocity and flattens trajectory over extended ranges. In addition, the combination of the tip with the bullet's progressively-tapered jacket, lead alloy core and heavy jacket base, provides effective expansion with deep penetration.

This type of performance, backed by a high muzzle velocity of 2960 feet per second, creates the most effective and versatile combination of range-shrinking flat trajectory and high retained energy ever formulated for the .300 Win. Mag. cartridge. This addition now expands Remington's Premier® Ballistic Tip® ammunition line to 11 loadings in 10 calibers from .243 Win. to .338 Win. Mag.

.300 Win. Mag. 180-Gr. Ballistic Tip® Downrange Ballistics*

Range (Yds.)	Velocity (ft/sec)	Energy (ft-lbs)	Trajectory** (Long Range)
0	2960	3501	-1.5"
100	2774	3075	1.5"
200	2595	2692	0.0"
300	2424	2348	-6.7"
400	2259	2038	-19.3"
500	2100	1762	-38.7"

* From 24-inch test barrels.
** 1.5" sight height for scope sights.

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Remington® Improves Design and Performance
12-Gauge Copper Solid™ Sabot Slugs

Already the most accurate and effective deer slug ever designed, Remington's revolutionary 12-gauge Copper Solid™ sabot slugs have been further improved for 1999.

The unique, hollow point nose section of these slugs has been redesigned to provide more reliable and uniform expansion and even higher weight retention. The hollow point cavity is now formed by six, separate petals in an inwardly-curved, spiral design. Upon impact, these petals mushroom open quickly to twice the diameter of the 58-caliber slug body. However, they remain intact, with no separation. This preservation of slug integrity provides 100 percent weight retention for deep, reliable penetration.

Accuracy is exceptional, producing groups of 2½ inches or less from Remington's fully-rifled slug barrels. The result is the most effective game-dropping performance of any known deer slug.

These improved 12-gauge Copper Solid™ sabot slugs weigh one ounce. They are loaded in 12-gauge, 2¾-inch shells at a muzzle velocity of 1450 feet per second, and in three-inch shells, at a flat-shooting muzzle velocity of 1550 feet per second.

New Remington Copper Solid™ sabot slugs will be available in early 1999.

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New Remington® 209 Premier® STS® Shotshell Primers Provide More Uniform Velocities

The introduction of new Remington STS® Target Loads in all four gauges over the last two years created significant improvements in the reloadability of these shells, both in ease of reloading and greater number of reloads per hull.

Now, Remington has made another advance in the quality and performance of reloaded shotshells with the development of new 209 Premier® STS® primers. These new primers bring another important performance advantage to reloaders – highly consistent velocities.

Extensive testing with a variety of commonly-used reloading powders has shown that new 209 Premier® STS® primers, in comparison with other commonly-used primers, create reductions of up to 40 percent in the high-to-low spread of velocities in reloads. This resulting improvement in velocity consistency is an important benefit to those reloading target loads for practice or competition. New 209 Premier® STS® primers can be substituted for Remington's previous 209 primers without changes in published reloading formulas.

New Remington 209 Premier® STS® primers will be available in early 1999.

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Remington® Adds R103 "Ranch-Hand"
To Bullet™ Knife Collector Series

Continuing an increasingly valuable collector series that began in 1982, Remington has introduced a new limited edition Bullet™ Knife for 1999. The nineteenth and newest addition to this modern Bullet™ Knife collection is the R103 "Ranch-Hand," a two-blade jack pattern of single-end design. Displayed on the left handle is the traditional and distinctive nickel-silver bullet shield that defines the series.

The "Ranch-Hand" includes a 2 13/16-inch spear blade and a 2 3/16-inch pen blade. The spear blade has a long nail mark, displays the original Remington logo etched on the mark side, and the early "Remington UMC Made in U.S.A." logo on the left tang. The pen blade includes a "Remington UMC" circle logo on the left tang and the pattern number on the right tang. Overall closed length is 3 3/8 inches.

In line with the high-quality construction of all previous modern Bullet™ Knives, the "Ranch-Hand" is built with 440 stainless steel blades, nickel-silver bolsters and pins, and solid brass liners. Handles of strong and durable Delrin® duplicate the look and texture of original jigged bone used in the early part of the century.

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Five New Practical Additions To Remington® Knife Line

Remington has introduced five specialized and highly practical new additions to its outdoorsman's knife line.

The most versatile of these is a four blade **Camp Knife**. This useful, all-purpose knife is similar in design to one of Remington's earlier Boy Scout Knives. It includes a 2 13/16-inch spear blade, a can opener, a combination screw driver and bottle cap lifter, and a two-inch punch, all of corrosion-resistant 440A stainless steel. Other high-quality construction materials include nickel-silver bolsters and pin, brass liners, and stainless steel springs and shackle. The left handle is decorated with the Remington circular shield and the spear blade has the Remington "Made in U.S.A." circle logo tang stamp. The handles are made of durable Delrin® that duplicates the appearance of original India stag. With a compact closed length of 3½ inches, this compact, multi-purpose knife is perfect for use on hunting, fishing and camping trips, as well as around the home and in the shop.

There's also a new **Bandit™ Series Single-Blade Lockback** addition. Introduced last year, Bandit™ knives combine quality and economy with attractive appearance. The lockback design of this knife's 3¼-inch clip blade, in combination with an ergonomically curved handle, converts a compact, folding pocket knife to "fixed" blade use for a variety of outdoor applications. Top quality materials include 440A stainless steel blade and spring, with brass liners and pin. Handles are of tough-wearing black Delrin® with the Bandit logo on the left side.

Remington has also introduced the **"Rattler"**, a compact version of its single blade, one-handed lockback knife. This smaller edition has a 2½-inch drop point blade with a half-serrated and half plain-edge cutting surface for a wide variety of tough tasks. A patented lockback release allows it to be operated with one hand. And a removable black clip on the handle allows quick access from clothing pockets or boot tops. The Remington "Rattler" logo etch appears on the left side of the blade.

Remington's new **Rosewood Handle Fixed Blade** knife combines handsome appearance with rugged construction for the toughest jobs. It has a 4¼-inch stainless steel blade with 1¼-inch scalloped edge section at the rear. A solid, one-piece tang extends through the entire handle length for exceptional strength and rigidity. The knife is supplied with a high-quality, leather sheath.

Still another useful addition to Remington's knife line is a new **Camp Axe**. Overall length is a handy 11 inches, with a tough but easily sharpened head of 1095 carbon steel. The 8½-inch handle has finger grooves formed in the grip for good control and a handy lanyard hole at the bottom. Included is a durable nylon sheath with snap closure and belt loop.

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New Black Powder Accessories
Introduced by Remington®

Continuing to expand its line of black powder accessories, Remington has introduced two new, highly-useful black powder combination tools. One is a 50-caliber combination sabot bullet loading tip and ball puller. The other is a 50-caliber combination sabot bullet loading tip and patch puller. The tools of both these combinations can be separated for individual use, but also can be assembled together for storage on a ramrod attached to the thimbles of a Model 700™ ML rifle. Both accessories have all-brass construction to prevent any sparking while inside the barrel.

And for added convenience in the field this season. we are introducing a one-pocket fanny pack of durable Timbercloth fabric. The full-size pocket features a generous storm flap that covers its twin silent zipper pulls. The camo pattern is Mossy Oak® Break-Up.

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Remington® Offers Useful New Shooter Convenience Accessories

Now available from Remington for 1999 is handy group of new convenience items for shooter use afield and at home.

New **Rem™ Rac Gun Racks** provide a practical means of holding and storing firearms in pick-up trucks, vans, RV trailers, boats, utility and other outdoor vehicles. One version uses simple, firm-holding suction cups for mounting on any flat surface. The other utilizes industrial quality, double-stick adhesive for attachment. The brackets themselves include security straps and are lined with non-scratching, heavy duty rubber.

An equally convenient item for shotgunners using modern, interchangeable choke tubes, is a new Remington **Choke Tube Holder** that includes storage bays for three choke tubes and a pocket for a choke tube wrench. It is made of a tough, long-wearing, 600 denier polyester fabric with a velcro-closure front flap and belt loops with button snaps so that the holder can be removed with the belt in place.

New **Rem™ Pad Cleaning Mats** are ideal for use on table tops or bench to help make gun cleaning easier, faster and less messy. They have a soft, acrylic surface material that won't scratch guns or the table underneath, and helps keep small parts or screws from rolling away or falling off. The absorbent top material traps and holds up to eight times its weight in fluids, while a non-slip, vinyl bottom forms a barrier to prevent spilled fluids from soaking through. New Rem™ Pad Cleaning Mats come in Remington green, are machine washable, and furnished in two sizes: 12 by 28 inches, and 16 by 54 inches.

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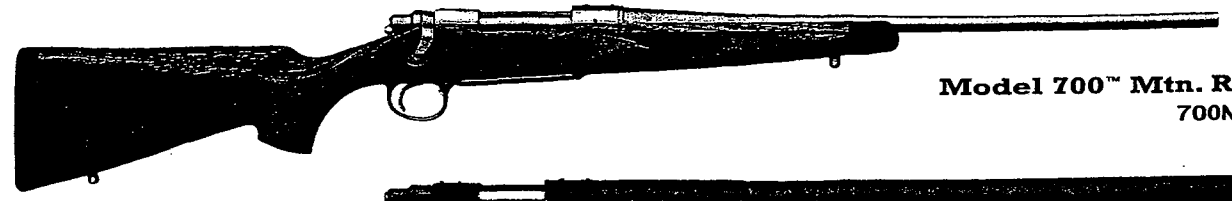
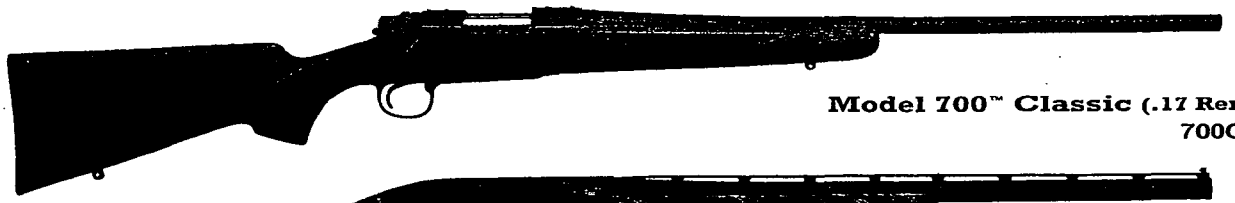


Model 700™ Mtn. Rifle LSS
700MTLSS.TIF

Model 700™ VS/Sendero™ Composite
700VSCMP.TIF



Model 700™ Classic (.17 Remington)
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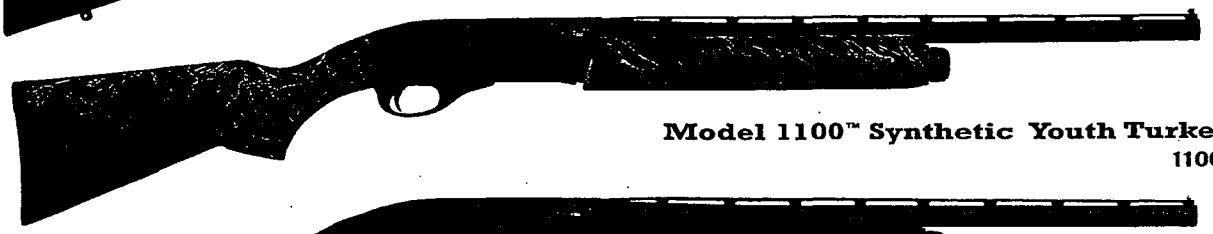

Model 1100™ Synthetic Youth Turkey Camo
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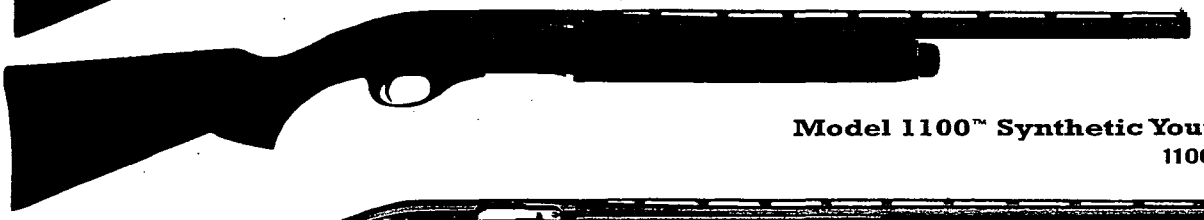

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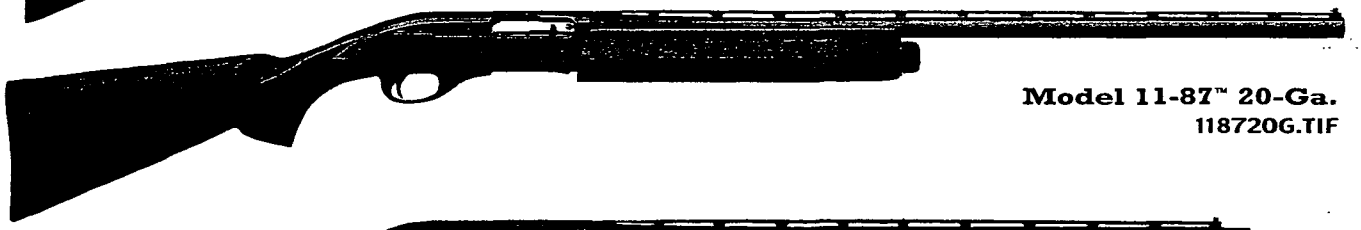

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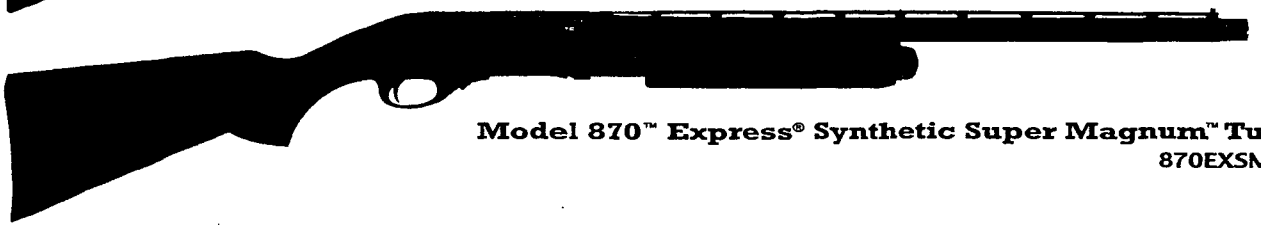

Model 870™ Express® Synthetic Super Magnum™ Turkey
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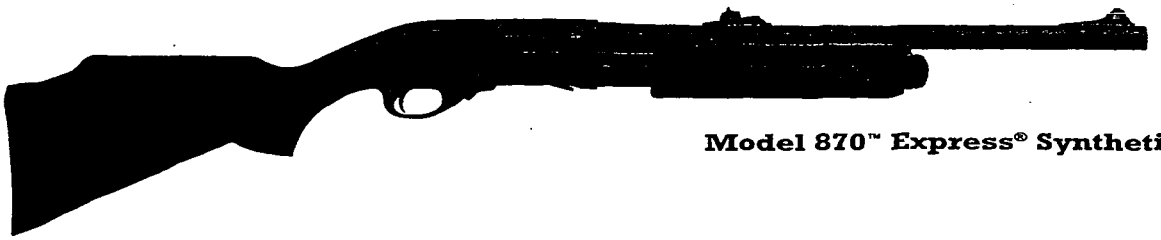

Model 870™ Express® Synthetic Deer Gun
870EXSYN.TIF

REMINGTON ARMS COMPANY, INC.

870 Remington Drive, Madison, NC 27025-0700

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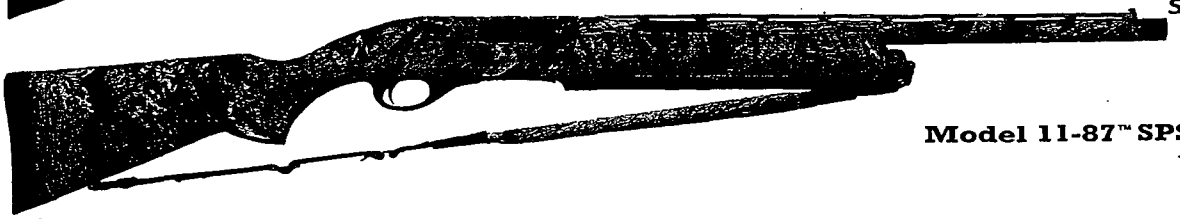
R 2198508

Model SP-10™ Magnum Turkey Camo
SP10MGTC.TIF



Model 11-87™ SPS-T™ Camo
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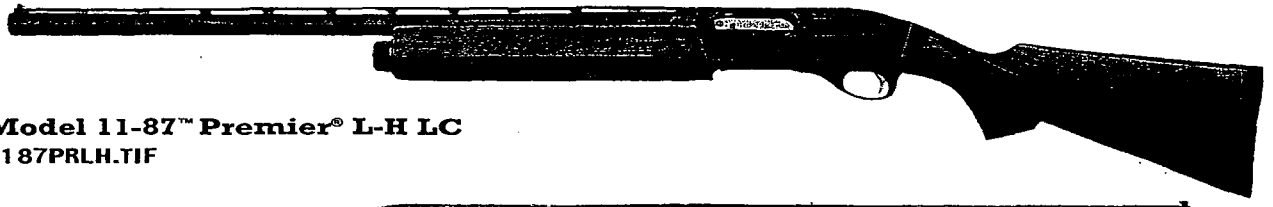

Model 11-87™ Premier® L-H LC
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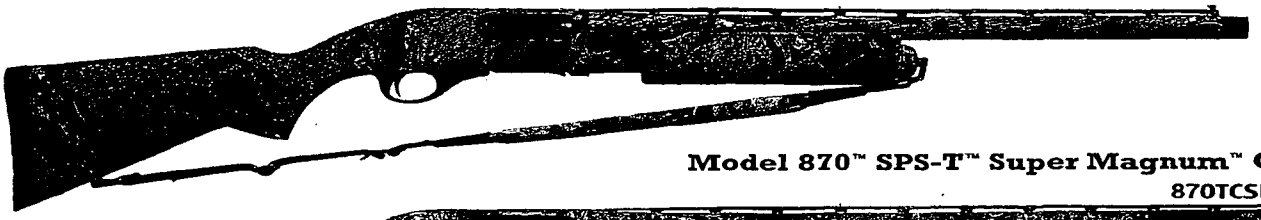

Model 870™ SPS-T™ Super Magnum™ Camo
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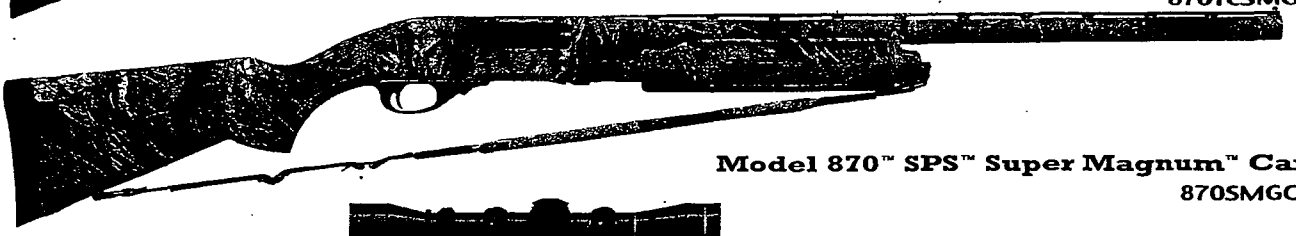

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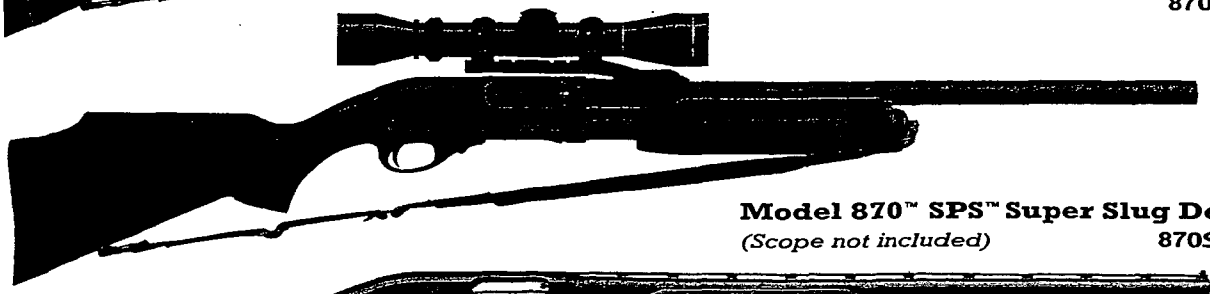
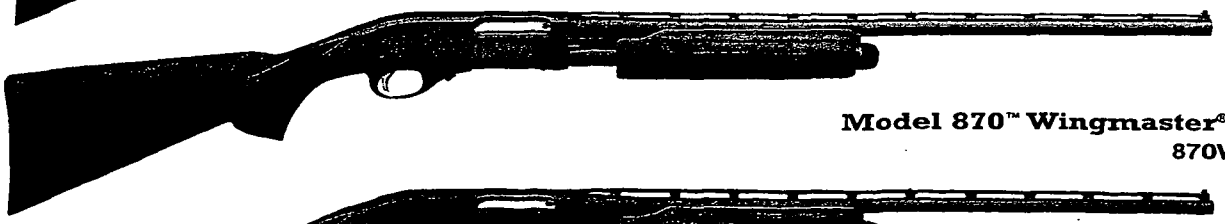


Model 870™ SPS™ Super Slug Deer Gun
(Scope not included) 870SPDRS.TIF



Model 870™ Wingmaster® 28-Ga.
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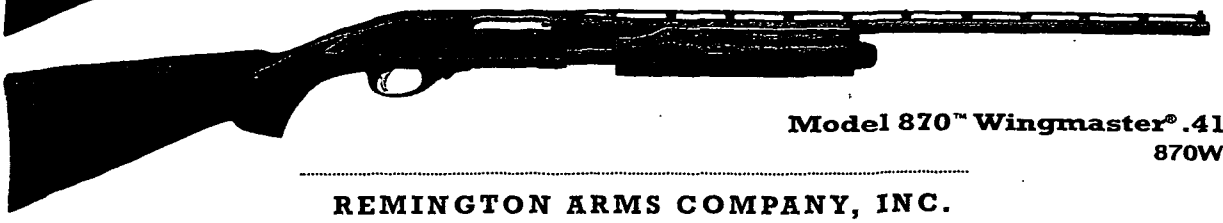

Model 870™ Wingmaster® .410 Bore
870WG410.TIF

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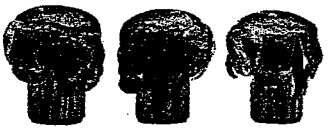
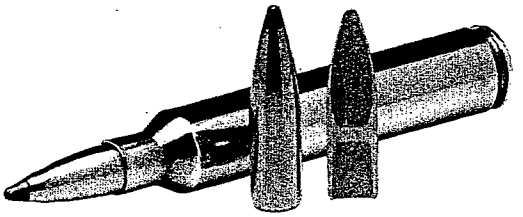


UMAGMUSH.TIF

Premier® Ultra Mag Centerfire Rifle Ammunition



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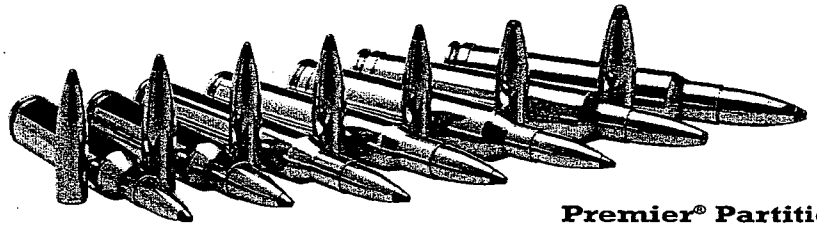
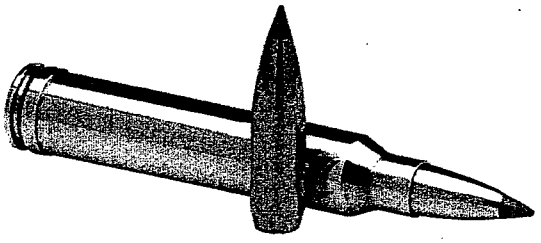


PARTSILO.TIF

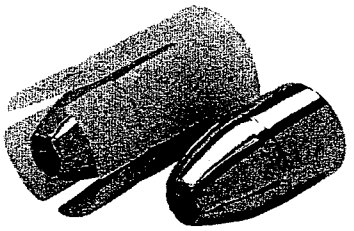
Premier® Partition® Centerfire Rifle Ammunition

PARTMUSH.TIF



Premier® Ballistic Tip® .300 Win. Mag./180-Gr.

PRMBALIS.TIF



Improved Copper Solid™ Sabot Slugs

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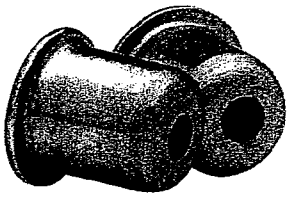
CPSDMUSH.TIF

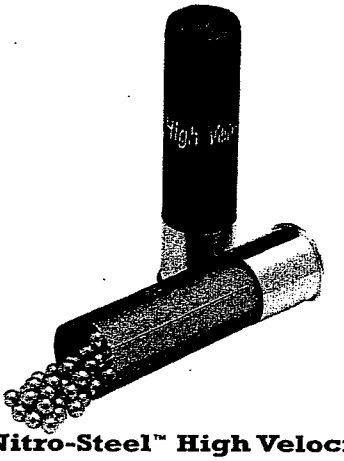


Premier® STS® 209 Primers

RELODPRI.TIF

Premier® STS® Steel Target Loads

STSBOX.TIF



Nitro-Steel™ High Velocity Magnum Waterfowl Loads

HVWATCUT.TIF

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February 1, 1999

FOR IMMEDIATE RELEASE
Contact: Linda Blackburn
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Musket Cap Conversion Nipple Offered
For Model 700™ Muzzleloading Rifles

To allow the use of tophat or English-style musket caps, Remington is now offering a replacement, conversion nipple for its Model 700™ ML in-line muzzleloading rifles.

A number of black powder shooters prefer the ignition performance of larger-sized musket caps in place of No. 11 percussion caps, particularly with the use of Pyrodex® pellets. The Remington conversion nipple is threaded to replace or interchange with the standard nipple of any Model 700™ ML rifle.

The new conversion nipples have been added to Remington's Black Powder Accessories line, and will be available early in 1999.

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FOR IMMEDIATE RELEASE
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"Remington, America's Oldest Gunmaker"
is Beautiful New Authorized History
of The Remington Arms Company

An remarkably informative and beautiful new book on the history of the Remington Arms Company has just been published by Primedia of Peoria, IL. Titled "Remington, America's Oldest Gunmaker", it is the culmination of several years of intensive work and thousands of hours of research into both the Remington archives and historical public records.

The book's author is Roy Marcot, a noted firearms historian. In creating the book, Marcot drew heavily on the individual expertise of fellow members of the Remington Society of America, a national organization of Remington collectors and historians. Additional information was provided by a number of current and retired Remington employees.

Because much of Remington's history parallels and is inter-linked with that of the United States, the book becomes a history of both the company and the country. In addition to historical background, it is the most complete and detailed reference source on Remington firearms ever published, covering details of design, specifications and dates of introduction. Interspersed with this background are revealing portraits of the many famous gun designers associated with Remington. Chapter introductions by Richard Dietz add interesting historical perspective to the Remington story.

The book is beautifully illustrated throughout with rare historical photographs, color photos of old and current Remington guns, paintings from the Remington art collection by early-century and current artists, and a period-defining collection of Remington advertising and promotional memorabilia.

This uniquely-combined history and reference source is a treasure for all sportsmen, historians and firearms writers. At a retail price of $79.95, is will be available at book stores and by mail order by calling 800-423-8495.

# # #

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February 1, 1999

FOR IMMEDIATE RELEASE
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Remington® Introduces Super Powerful Non-Belted Magnum – The .300 Remington® Ultra Mag

Remington has introduced a powerful, flat-shooting big game cartridge named the .300 Remington Ultra Mag. The new round delivers one of the highest levels of velocity and energy ever offered in a commercially-produced, non-belted magnum. It's the first of a new series of high-power, non-belted Magnums planned by Remington to become the ultimate flat-shooting long-range performers of the 21st Century.

The .300 Remington Ultra Mag is based on an original but slightly modified .404 Jeffery case. Necking down the case mouth to .30 caliber produces a 30-degree shoulder angle that permits positive headspacing on the shoulder alone. Use of the .404 Jeffery case also provides two other significant advantages. One is its generous case capacity, allowing a greater volume of slow-burning, magnum-compatible powders that deliver exceptional performance at normal pressures. By comparison, it has 13 percent more case capacity than the .300 Weatherby Magnum and 20 percent more capacity than the .300 Win. Magnum. The other advantage of the .300 Remington Ultra Mag is its relatively straight-line, slightly tapered, beltless body, that creates easier, more reliable feeding and a more uniform chamber fit for improved accuracy.

The new cartridge will be loaded with a 180-grain Nosler® Partition® bullet at a muzzle velocity of 3300 fps from a 26-inch barrel. Use of the tough, deep penetrating, but reliably expanding Nosler® Partition® extends effective performance of this powerful round over an extremely wide spread of ranges. Consider, for example, that the .300 Remington Ultra Mag's retained energy of 2145 ft-lbs at 500 yards is still adequate for effective performance on elk with proper bullet placement. Because range estimation errors are magnified at such distances however, Remington recommends stalking closer. But, if a hunter has a clean shot at, say, 300 yards with the .300 Remington Ultra Mag, he needn't hesitate to pull the trigger. Flat trajectory is the answer. Sighting in a .300 Remington Ultra Mag just two inches high at 100 yards will deliver the bullet less than three inches low at 300 yards. This new Magnum is a remarkable range-shrinker.

Simultaneous with its own introduction, the .300 Remington Ultra Mag will be chambered in nine different Model 700™ bolt action rifles, all with 26-inch barrels to derive maximum ballistic performance from the exceptional case capacity of the new Magnum cartridge.

Comparative Energy & Trajectory of .300 Remington Ultra Mag vs Standard .300 Magnum Cartridges

Energy Comparison in ft-lbs

Cartridge	Muzzle	100 Yds.	200 Yds.	300 Yds.	400 Yds.	500 Yds.
.300 Rem. Ultra Mag, 180-gr. Partition	4352	3802	3313	2878	2490	2144**
.300 Rem. Ultra Mag, 180-gr. Partition	4221	3686	3210	2786	2407	2071*
.300 Win. Mag., 180-gr. PSP	3501	3011	2578	2196	1859	1565*
.300 Weatherby Mag., 180-gr. PSP	3890	3284	2758	2301	1905	1565*

* From 26-inch barrel
** From 24-inch barrel

Trajectory Comparison in Inches, Zeroed @ 250 Yards

Cartridge	Muzzle	100 Yds.	200 Yds.	300 Yds.	400 Yds.	500 Yds.
.300 Rem. Ultra Mag, 180-gr. Partition	-1.5	1.9	1.7	-2.8	-12.1	-26.9**
.300 Rem. Ultra Mag, 180-gr. Partition	-1.5	2.0	1.7	-2.9	-12.5	-27.9*
.300 Win. Mag., 180-gr. PSP	-1.5	2.2	1.9	-3.4	-15.0	-34.4*
.300 Weatherby Mag., 180-gr. PSP	-1.5	2.4	2.0	-3.4	-14.9	-33.6*

* From 24-inch barrel
** From 26-inch barrel

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February 1, 1999

FOR IMMEDIATE RELEASE
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Nine Remington® Model 700™ Bolt Action Rifles Chambered for New .300 Remington Ultra Mag Cartridge

Remington has announced that its new .300 Remington Ultra Mag big game cartridge will be offered in five regular production-grade rifles, and four Custom Shop rifles in 1999 – all Model 700™ actions, and the widest array of rifles ever chambered for a newly-introduced cartridge. To derive maximum ballistic performance from the large case capacity of this new non-belted Magnum, all of these rifles will have 26-inch barrels. Magazine capacity for all Model 700™ Ultra Mag rifles is three.

.300 Remington Ultra Mag Production-Grade Rifles

Model 700™ BDL™ – the standard Model 700™ with Monte Carlo comb and raised cheekpiece on an American walnut stock, with skipline cut checkering, black fore-end and pistol grip caps, hinged magazine floorplate, hooded ramp front sight and fine-line receiver engraving.

Model 700™ BDL™ SS (Stainless Synthetic) – a standard-weight Model 700™ with a weather-resistant, synthetic Mountain Rifle style stock, stainless steel barreled action, and hinged magazine floorplate.

M/700™ LSS™ (Laminated Stock Stainless) – incorporates a stainless steel barreled action with hinged magazine floorplate in a handsome, two-tone, resin-impregnated laminated wood stock. Monte Carlo comb and cheekpiece are standard.

M/700™ LSS™ L-H – as always, Remington has remembered our southpaw shooters. This is the Model 700™ LSS as above, but with a mirror-image, left-hand stock and action.

Model 700™ Sendero™ SF – a big game rifle with all the advanced elements of a state-of-the-art varmint rifle. It includes a stainless steel barreled action, free-floated, varmint-contour, fluted barrel; and a synthetic composite stock with action-long aluminum bedding block. The perfect rifle for serious hunters using Magnum calibers.

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.300 Remington Ultra Mag Custom Shop Rifles

Model 700™ APR (African Plains Rifle) – one of Remington's most handsome Custom Shop rifles. It mates a long action and custom-turned, magnum-contour barrel with a classic-style, two-tone brown laminated stock.

Model 700™ AWR (Alaskan Wilderness Rifle) – Another Custom Shop rifle designed for the toughest challenges of rough weather, high country hiking or long distance trekking. The stainless steel barreled action has a non-glare, black matte finish, and is housed in a composite stock of Kevlar® reinforced fiberglass. Weight is an easy-carrying 6¾ lbs.

Model 700™ Custom KS Mountain Rifle – Remington's famous and unique Mountain Rifle stock style and tapered, lightweight barrel. Custom-crafted with Kevlar® reinforced fiberglass stock and non-reflective, blued metal finish. Available in both right- and left-hand versions.

Model 700™ Custom KS Stainless Mountain Rifle – The same custom-made rifle as above, but with a matte-finish, non-reflective stainless steel barreled action. In right-hand action only.

All Model 700™ rifles chambered for the new .300 Remington Ultra Mag cartridge will be available in early 1999.

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FOR IMMEDIATE RELEASE
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New Remington® Model 700™ Composite Rifles Introduce Revolutionary Barrel Composition

Throughout its long, 183-year history, the Remington Arms Company has always been a leader in new and innovative firearms design, materials, and methods of manufacture. For 1999, the company has announced another firearms breakthrough in the design, material and performance of centerfire rifle barrels.

Remington's revolutionary new composite barrels now bring to sporter-weight barrels the stability, rigidity and heat dissipation qualities previously available only in heavy, varmint or target-weight barrels. In fact, the new composite barrels provide even greater heat dissipation than their heavyweight, all-steel counterparts.

By means of a state-of-the-art manufacturing process, the new barrels are composed of a lightweight, stainless steel liner that is encased in an outer, composite material of epoxy-hardened, graphite fiber. The barrel is also fitted with a stainless steel muzzle cap. Achieving an equal degree of rigidity and strength would require an all-steel barrel that would weigh five times as much.

The advantages of such a barrel are far reaching in terms of lighter weight, superior accuracy and extended barrel life. In non-technical terms, the composite material is virtually unaffected by temperature changes and retains dimensional stability over a wide range of temperatures. The surrounding composite material dissipates heat about 10 times faster than steel, and therefore draws heat quickly from the stainless steel liner. This leads to much cooler barrel temperatures, less heat damage or throat erosion from continuous shooting, and greatly extended barrel life even with hot, high velocity varmint calibers. The end result of these benefits is better performance. Exceptional accuracy is obtainable even in a series of rapid, repeat shots because there is virtually no change in point of impact.

Two Model 700™ bolt action rifles have been fitted with these unique new composite barrels in 1999. For varmint shooters, there is the Model 700™ Varmint Synthetic Composite, chambered for the .223 Remington, .22-250 Remington and .308 Winchester. For big game hunters, Remington is offering the Model 700™ Sendero™ Composite, in a choice of .25-06 Remington, 7 mm STW and .300 Winchester Magnum calibers. All the other standard design features of these two rifles have been retained in the new composite-barrel versions. These include graphite and Kevlar®-reinforced fiberglass stocks and full-length aluminum bed-

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ding blocks. Both rifles have 26-inch barrels and weigh approximately 7⅞ pounds, more than a pound lighter than their heavy-barrel counterparts.

These new Model 700™ Composite rifles will be available in first quarter 1999 at a suggested retail price of $1,692.

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Limited Edition Remington® Model 700™ Classic Chambered for .17 Remington Cartridge

Continuing a long standing and popular tradition, the 19th annual Limited Edition of Remington's Model 700™ Classic, available for one year only, has been chambered in 1999 for the .17 Remington cartridge. For varmint and small game hunters, this is an ideal match-up of cartridge performance and stock style.

The .17 Remington is one of the fastest, flattest-shooting varmint calibers commercially available, with a muzzle velocity of 4040 fps. First appearing as a wildcat round on a variety of .22-caliber cases, this small "rocket-round" was standardized in factory-loaded form by Remington in 1971. It is based on a .223 Remington case necked down to .17 caliber. Utilization of Remington's 25-grain Power Lokt® bullet with near-perfect concentricity provides exceptional accuracy for small, distant targets and instant bullet fragmentation upon impact.

The Model 700™ Classic stock with straight comb and no cheek piece is ideal for use of high-power varmint scopes from prone shooting position, resting on sand bags or with a bi-pod rest attached to the front sling swivel stud. The American walnut stock has a low-gloss, satin finish and crisp-cut checkering. Exposed metal surfaces of both barrel and receiver have a highly-polished, blued finish. Barrels are clean, without factory sights, but receivers are drilled and tapped for scope mounts. Barrel length is 24 inches to maximize ballistic performance of the .17 Remington cartridge.

Model 700™ Classic rifles in .17 Remington will be available in first quarter 1999 at a suggested retail price of $612.

Previous Limited Edition Remington Model 700™ Classic Rifles

1981	7 mm Mauser (7 x 57 mm)	1990	.25-06 Remington
1982	.257 Roberts	1991	7mm Wby. Mag.
1983	.300 H&H Magnum	1992	.220 Swift
1984	.250-3000 Savage	1993	.222 Remington
1985	.350 Remington Magnum	1994	6.5 X 55mm Swedish
1986	.264 Win. Magnum	1995	.300 Win. Magnum
1987	.338 Win. Magnum	1996	.375 H&H Magnum
1988	.35 Whelen	1997	.280 Remington
1989	.300 Wby. Mag.	1998	8mm Remington Magnum

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February 1, 1999

FOR IMMEDIATE RELEASE
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New Remington® Model 700™ LSS™ Mountain Rifle
Combines Beauty with Practicality

Remington designers have always worked hard to create attractive guns. And because of the inherently clean lines of bolt action rifles, that effort is particularly evident in the slim, sleek-lined Model 700™ series.

1999 brings one of the most attractive, and simultaneously, the most practical over-the-counter centerfire rifles Remington has ever built. It is the new bolt action Model 700™ LSS™ (Laminated Stock Stainless) Mountain Rifle with a stainless steel barreled action and two-tone laminated stock.

From the day it first appeared in 1986, the Model 700™ Mountain Rifle caught the eye and the fancy of discriminating shooters. New arrivals on dealers' racks rarely stayed there for more than a day. In fact, many were sold before they arrived. The Model 700™ Mountain Rifle's clean, classic stock design, with straight-line comb angled slightly downward towards the muzzle and sculptured cheek piece on the left side was, and is, the style most favored by custom stockmakers. And its gracefully-tapered, 22-inch barrel, without sights, produced full-bore ballistics at the weight of a carbine. This is a rifle capable of handling mountain-level ranges without draining the hunter's energy to get there.

The barreled action is produced from 416A stainless steel set in a handsome, elements-resistant, satin-finished, brown two-tone laminated stock. Other features include crisp cut checkering, black fore-end tip and grip cap, hinged floor plate and satin-finished metal surface. It is being offered in chamberings for the .260 Remington, 7mm-08 Remington (short action), .270 Win., and .30-06.

The new Model 700™ LSS™ Mountain Rifle will be available in first quarter 1999 at a suggested retail price of $688.

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Varmint Caliber in .22-250 Remington Added to Remington® Model 700™ ADL™ Synthetic

Since it was introduced just three years ago, Remington's Model 700™ ADL™ Synthetic has come to be regarded as both a "best buy" and "smart buy" by many shooters. It provides all the strength, accuracy and other performance features of a standard Model 700™ barreled action with the "knock around" toughness and all-weather stability of a fiberglass-reinforced synthetic stock.

The only thing that had been missing from this rugged rifle was its availability in a good varmint caliber. Remington has filled that gap for 1999 by adding a chambering for a great one, the .22-250 Remington. For varmint hunters who like to roam the rough country in pick-ups or 4-wheel drive vehicles, this is an ideal combination of rifle and cartridge.

The Model 700™ ADL™ Synthetic features Remington's classic stock style, with straight comb and cheekpiece. The stock has a non-reflective, black matte finish, is fitted with a black rubber recoil pad, and contains generous checkering for sure handling. All exposed metal surfaces are blued, with a non-glare matte finish. The receiver is drilled and tapped for scope mounts.

Model 700™ ADL™ Synthetic rifles in .22-250 Remington will be available in early second quarter 1999 at a suggested retail price of $425.

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February 1, 1999

FOR IMMEDIATE RELEASE
Contact: Linda Blackburn
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Remington® Introduces 20-Gauge Version of Model 11-87™ Premier® Autoloading Shotgun

In answer to several years of speculation, Remington is introducing a 20-gauge version of its Model 11-87™ Premier® autoloading shotgun in 1999. It is built on a scaled down, small-frame receiver with the lighter weight, faster handling and natural balance that are the traditional and desired characteristics of a 20-gauge field gun. Average weight is just under 7 lbs. Like its full-size, 12-gauge counterpart, it has a three-inch chamber, and handles all 2¾-inch and 3-inch Magnum shells interchangeably.

The Model 11-87™ was introduced by Remington in 1987 as the latest of a series of highly successful autoloaders that includes the original Model 11 and the famous Model 1100™. However, its pressure compensated gas-operated action created greater versatility in handling a wider range of ammunition, as well as increased strength and long-term durability.

Duplicating its 12-gauge big brother, the 20-gauge Model 11-87™ Premier® has an American walnut stock with a high gloss finish, sharp-cut checkering on stock and fore-end, and a rubber recoil pad. The metalwork has a highly polished blued finish, and the receiver is extensively decorated with Remington's attractive fine-line engraving. A choice of either 26-inch or 28-inch vent rib barrel includes an ivory front bead and metal mid-bead, and both are fitted with the Rem™ Choke system to accept a wide selection of interchangeable choke tubes.

The combination of Rem™ Chokes and the ability to handle all 20-gauge shell lengths makes this shotgun one of the most versatile 20-gauge autoloaders ever offered – suitable for all types of hunting as well as the clay target sports. The Model 11-87™ Premier® 20-gauge shotgun will be available in early 1999 at a suggested retail price of $705.

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Two New Remington® Model 870™ SPS™ Super Magnum™ Shotguns Provide the Power and Versatility of 12-Ga. 3½-Inch Chambers

In 1999, Remington is offering hunters two of the most versatile and practical shotguns ever designed. Both will be Model 870™ Special Purpose Super Magnum™ versions capable of handling, interchangeably, 12-gauge 3½-inch and 3-inch Magnum shells and all 2¾-inch shells. Each will have strong, weather-resistant synthetic stocks and full camouflage covering of stock, receiver and barrel with the Mossy Oak® Break-Up pattern.

The new **Model 870™ SPS™ Super Magnum™ Camo** comes equipped with a 26-inch vent rib barrel that includes a 3½-inch chamber at the breech end and a Rem™ Choke system at the muzzle. Supplied as standard equipment are Improved Cylinder, Modified and Full Rem™ chokes to cover a hunting spectrum from close-in upland game to long range waterfowling. And, with the barrel's 3½-inch chamber, the hunter has the option of using everything from the heaviest 12-gauge, 3½-inch Nitro-Steel™ steel loads to the lightest 12-gauge field loads. Also standard are installed sling studs and swivels and matched camo padded sling of Cordura® nylon.

The new **Model 870™ SPS-T™ Super Magnum™ Camo** is ideally designed for turkey hunting. It comes with a 3½-inch chambered, 23-inch vent rib barrel and integral Rem™ Choke system. Included are Remington's Turkey Super Full and Extra Full choke tubes for exceptionally dense patterns. The relatively short barrel avoids catching overhead branches when the shotgun is slung over the shoulder, and it comes with an ivory front bead and steel mid-bead for quick, accurate sighting on the bobbing heads and necks of wary gobblers. The versatile Mossy Oak® Break-Up camo pattern helps it blend into virtually any background. Sling swivels and studs are standard, and a matching, camo pattern Cordura® sling is furnished.

These Special Purpose shotguns will be available in early 1999 at suggested retail pricing of $532.

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February 1, 1999

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Remington® Adds Fine-Line Engraving to Model 11-87™ Premier® Left-Hand

Over the past three years, Remington has been progressively enhancing the appearance of its firearms with extensive, detailed, fine-line engraving of a quality previously available only on custom-engraved guns. The resulting, delicate engraving patterns are particularly attractive on the large-frame receivers of shotguns such as the Model 11-87™ Premier® and Model 870™ Wingmaster®.

In 1999, this unique process has been extended to the Model 11-87™ Premier® Left-Hand autoloading shotgun. This is a mirror-image version of the standard right-hand model, with a left-hand stock and receiver with left-hand ejection port. It will have a 28-inch vent rib barrel with ivory front bead and steel mid bead, and a Rem™ Choke system with Improved Cylinder, Modified, and Full choke tubes. Like its right-hand counterpart, it handles 12-gauge 2¾-inch and 3-inch Magnum shells interchangeably.

Adding to the handsome looks of this shotgun for southpaws is a highly-polished, blued metal finish and a high gloss American walnut stock with ample cut checkering and a rubber recoil pad. The new Model 11-87™ Premier® Left-Hand will be available in second quarter 1999 at a suggested retail price of $759.

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REMINGTON ARMS COMPANY, INC.
870 Remington Drive, Madison, NC 27025-0700
(800) 243-9700

February 1, 1999

FOR IMMEDIATE RELEASE
Contact: Linda Blackburn
336-548-8546 (Press only)
800-537-2278 (Press only)

Remington® Model 870™ Wingmaster® Pump Guns
Now Available in Two Small-Gauge Versions

Remington's Model 870™ is the best-selling pump action shotgun in firearms history. Well over seven million have been sold in a wide variety of styles since its introduction in 1950. However, the top-of-the-line Wingmaster® style has always been the handsomest version of this historic pump gun.

Now, in 1999, Remington is returning both 28-gauge and .410-bore field guns to the Model 870™ Wingmaster® line. They are built on the lightweight, superb-handling, small-frame receivers of their original counterparts, first introduced in 1969.

Stocks and fore-ends of each are made of satin-finished American walnut and decorated by generous cut checkering. Receivers and barrels have a high-polish blued finish, and receiver panels are embellished with Remington's attractive fine-line engraving. Their 25-inch, vent rib barrels each have ivory front and steel mid-beads. Average weight is just 6 lbs. The 28-gauge model is equipped with Remington's versatile Rem™ Choke system and comes with Improved Cylinder, Modified and Full Rem™ Chokes. The .410-bore has a fixed Modified choke.

The Model 870™ Wingmaster® is the only pump action shotgun currently produced in both these small-bore choices. These new Wingmaster® shotguns will be available in early third quarter 1999 at a suggested retail price of $612. for the 28-ga., and $559. for the .410 bore.

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Remington® Adds Heavy Barrel Stability To Model 870™ SPS™ "Super Slug" Deer Gun

Varmint hunters have long known that the extra weight and rigidity of a heavy rifle barrel improves both holding stability and repeat-shot accuracy, in addition to reducing felt recoil. Now, Remington is adding those same advantages to a 12-gauge deer gun designed for slugs.

This latest advance in slug shooting technology is the **Model 870™ SPS™ "Super Slug" Deer Gun,** with the unique performance combination of a 23-inch, fully-rifled, modified contour barrel that is equipped with Remington's barrel-mounted cantilever scope mount. The result is a 30% improvement in vibration-resisting stiffness. When combined with the precise sighting and magnification of a scope, it raises the accuracy potential of a slug gun to that of a rifle, particularly with Remington's exceptionally accurate Premier® Copper Solid™ sabot slugs.

The Model 870™ Special Purpose Synthetic "Super Slug" Deer Gun will have a black synthetic stock and fore-end with sling studs, swivels, and black Cordura® nylon sling as standard equipment. In addition, the barrel itself will be available separately for interchangeability on other 12-gauge Model 870™ shotguns.

The Model 870™ SPS™ Super Slug Deer Gun will be available in second quarter 1999 at a suggested retail price of $520.

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New Autoloading Turkey Camo Guns In Three Different Gauges from Remington®

For 1999, Remington is offering three new autoloading Turkey Camo shotguns in 10-, 12-, and 20-gauge. These new shotguns offer hunters a wide choice of firepower from three of the most popular and highly regarded autoloading shotguns currently made.

The **Model SP-10™ Magnum Turkey Camo** provides extremely dense patterns from high capacity 3½-inch, 10-gauge Magnum loads with 2¼ ounces of shot. Yet, its gas-operated autoloading action tames down recoil to comfortable levels. A Turkey Extra Full Rem™ Choke helps concentrate the heavy shot charge. For maximum concealment, the stock, receiver and barrel are completely covered with Mossy Oak® Break-Up camo. A 23-inch vent rib barrel with ivory front and steel mid-bead facilitates quick pointing and accurate sighting.

The **Model 11-87™ SPS-T™ Camo** brings gas-operated recoil reduction to the heavy magnum world of today's turkey hunters. For dense, turkey-taking patterns, the Rem™ Choke system on this shotgun is supplied with a Turkey Super Full Rem™ Choke tube. However, simple substitution of Remington's fully-rifled choke tube can convert it to an effective and highly portable deer gun. The short, 21-inch vent rib barrel comes with an ivory front and steel mid-bead for precise aiming on either turkeys or deer. A tough, synthetic stock resists both the elements and hard use. And stock, receiver, barrel and carrying sling hide behind the excellent concealment the Mossy Oak® Break-Up camo.

The **Model 1100™ Youth Synthetic Turkey Camo** is an ideal choice for small-frame adults or young hunters. This 20-gauge lightweight autoloader balances a one-inch shorter stock with a 21-inch vent rib barrel. Chambered for 20-gauge Magnum shells, the gas-operated action reduces recoil. It is supplied with a Full Rem™ Choke tube that can be easily interchanged with other Rem™ Chokes. The synthetic stock and fore-end are covered with RealTree® Advantage® camo, and both barrel and receiver have a non-reflective, black matte finish.

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All three of these new autoloading turkey guns will be available in early 1999 for Spring turkey season at suggested retail prices of $1,229. for the Model SP-10™ Magnum Turkey Camo, $805. for the Model 11-87™ SPS-T™ Camo and $565. for the Model 1100™ Youth Synthetic Turkey Camo.

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Contact: Linda Blackburn
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800-537-2278 (Press only)

High Performance Deer and Turkey Guns Added To Remington® Model 870™ Express® Line

Remington's Model 870™ Express® has long been regarded as one of shotgunning's best buys in providing the reliable performance, strength and durability of the famous Model 870™ pump action shotgun at a moderate price. In 1999, Remington has expanded the Express® line with two high performance models, one for turkey hunting and one for deer hunting.

The **Model 870™ Express® Super Magnum™ Turkey** provides the heavy load capacity of 12-gauge, 3½-inch shells for turkey hunting at an affordable price. Simultaneously, it allows the optional flexibility of using any other 12-gauge loads in 3-inch or 2¾-inch shell lengths as well. The standard Turkey Extra Full Rem™ Choke delivers desirably dense patterns with all loads, and can be interchanged with other, more open Rem™ Chokes when appropriate. Fast pointing and precise sighting result from the 23-inch vent rib barrel with both ivory front and steel mid beads. And the black synthetic stock and matte black metal finish on barrel and receiver blend unobtrusively into any background.

The **Model 870™ Express® Synthetic Deer** now provides Express® styling in one of the most accurate slug shooting combinations available. It includes a 20-inch, fully-rifled barrel with adjustable rifle sights. Matched to this is the Express® black matte finish on all exposed metal parts, and a black synthetic stock and fore-end with Monte Carlo comb and rubber recoil pad.

These two new Model 870™ Express® shotguns will be available in early 1999 at suggested retail prices of $365. for the Model 870 Express® Super Mag Turkey, and $259. for the Model 870™ Express® Synthetic Deer gun.

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February 1, 1999

FOR IMMEDIATE RELEASE
Contact: Linda Blackburn
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Remington® Model 1100™ 20-Gauge Youth Gun
Now Available with Synthetic Stock

The Remington Model 1100™ Synthetic 20-Gauge Youth Gun is an ideal choice for young shooters or small-stature adults. It combines a stock shortened by one inch with a small-frame receiver and short, 21-inch barrel for perfect balance, comfortable fit and easy handling. In addition, the Model 1100™ gas-operated action in 20-gauge creates moderate recoil in a shotgun that weighs just 6½ lbs.

To improve the all-purpose versatility and durability of this handy shotgun, it is being offered in 1999 with a strong, weather and wear resistant black synthetic stock and fore-end. The vent rib barrel of the new Model 1100™ Synthetic 20-Gauge Youth will also incorporate a Rem™ Choke system with three interchangeable tubes for a variety of field and clay target applications. Both barrel and receiver have a non-reflective, matte black finish, and the receiver is decorated with the familiar Model 1100™ scroll work.

This new Model 1100™ Youth gun will be available in mid-1999 at a suggested retail price of $505.

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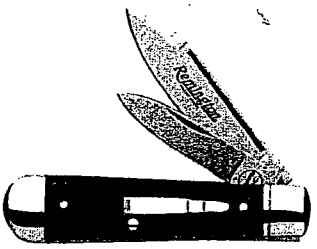

1999 Bullet™ Knife
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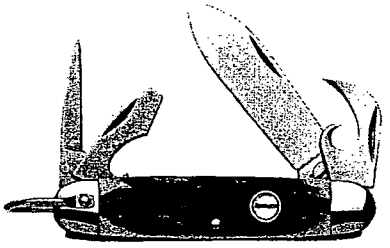

4-Blade Delrin® Camp Knife
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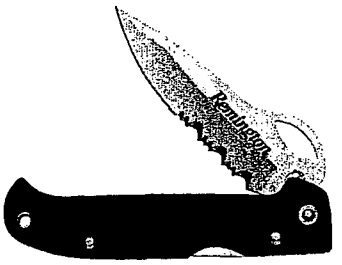

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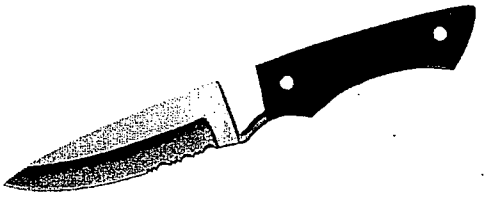

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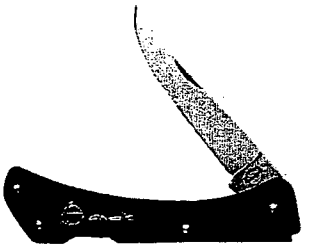

Bandit™ Lockback Knife
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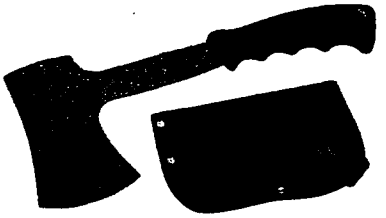

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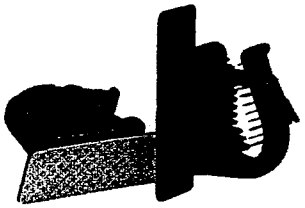

Rem™ Rac Gun Rack
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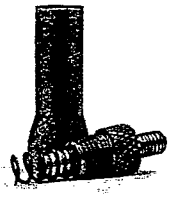

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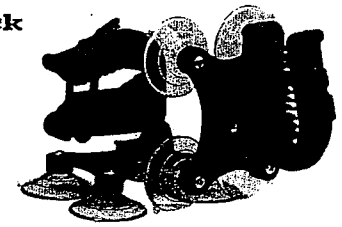

Rem™ Rac Gun Rack
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Brass Bullet
Loading Tip & Ball Puller
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Rem™ Pad Gun Cleaning Mat
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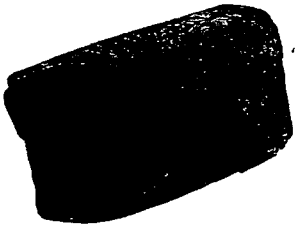

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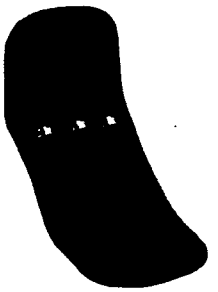

Choke Tube Holder
CHKTBHLD.TIF

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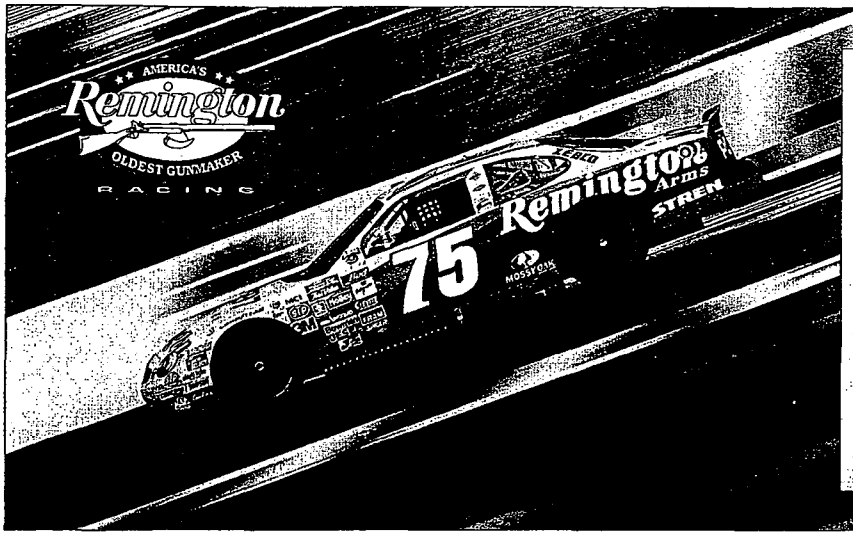
The Remington Shooting School™

Whether your interests are trap, skeet, sporting clays or wing-shooting, the Remington Shooting School will help you develop and perfect your own natural abilities while enjoying a top flight program. Our school is staffed by experienced, NSCA certified instructors and guest clay target champions. A comprehensive 3-day program will cover shooting technique, proper gunfit and choke selection, as well as other important factors such as proper eye focus and mental attitude. Locations are in upstate New York and Orlando, Florida. Our new expanded program will take the Remington Shooting School on the road. Our 3-day, all inclusive, value-packed, instructional program offers you fun, fine food, first-class accommodations, unlimited targets and ammo. Classes are limited and filling fast, so call for additional information, locations and dates at 1-800-742-7053.



Remington Racing™ – Join Us In The Hunt For a Winston Cup Trophy!

In 1999, we're shooting for trophies of another kind – NASCAR Winston Cup Series wins with car #75 – the Remington "Bullet." By teaming up with Butch Mock Motorsports, we will continue to introduce millions of race fans to "Remington Country" through NASCAR Winston Cup Racing – the fastest growing spectator sport in America. Racing is a natural fit for us – Remington Arms is America's oldest gun company, and NASCAR fans share our love of hunting, fishing and conservation.

Associate Sponsors: Mossy Oak® Camouflage, Polaris, Igloo, and Stren®

We'll see you in the winners circle!

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Hoosier Outdoor Writers	Pennsylvania Outdoor Writers
Louisiana Outdoor Writers	Rocky Mountain Outdoor Press
Mason-Dixon Outdoor Writers	South Carolina Outdoor Press
Michigan Outdoor Writers	Tennessee Outdoor Writers
Missouri Outdoor Comm.	Texas Outdoor Writers

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