25 302 774 5776 REMINGTON ARMS @ 01

EXHIBIT III

28-Jan-91

MARKETING PROJECT DATA

1.	PROJECT	NAME:	M700 MTM	(MOUNTAIN	MAGAZINET
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	•	STARTUP	1 ST	3RD
2. TIMING:		YEAR	FULL YEAR	FULL YEAR

	QTR/YR	151/92	92	94

LIFE EXPECTANCY OF PRODUCT: 5 YEARS

3, VOLUME:	STARTUP YEAR	15T Full year	3RD FULL YEAR
INCREMENTAL REPLACEMENT	8,000 850 0	8000 8500	14,000
TOTAL	16,500	16500	14,000
REPLACEMENT VOLUME DETAIL:	MODEL	DESCRIPTIVE SUFFIX	GAUGE/ CALIBER
	700	MT	A11

(DECLINE) VOLUME GROWTH AFTER 3RD YR NONE

		STARTUP	1ST	3RD
4. PRICING:		YEAR	FULL YEAR	FULL YEAR
	MSP	419.00	419.00	436,00
	NSP			

ADVERTISING/MARKETING EXPENSE: 20,000

5. COMPETITION:

MANUFACTURER	MODEL	MSP	NSP
BROWNING	A-BOLT Micro-MEDALL	. 428,95	

6. BRIEF EXPLANATION OF WHY THIS PRODUCT IS NECESSARY:

SEE ATTACHMENT

7. MARKETING APPROVAL:

EXHIBIT III

28-Jan-91

MARKETING PROJECT DATA

1. PROJECT NAME: 700 SG (STAINLESS STEEL)

STARTUP 1ST 3RD
2. TIMING: YEAR FULL YEAR

THE STARTUP 1ST 3RD

YEAR FULL YEAR FULL YEAR

QTR/YR 157/92 92 94

LIFE EXPECTANCY OF PRODUCT: SYEARS

STARTUP 3RD FULL YEAR FULL YEAR 3. VOLUME: YEAR 10,000 9000 INCREMENTAL 9000 REPLACEMENT 3000 3000 12,000 10,000 12,000 TOTAL GAUGE/ REPLACEMENT VOLUME DETAIL: DESCRIPTIVE MODEL SUFFIX CALIBER AS ALL 700

(DECLINE)
VOLUME GROWTH AFTER 3RD YR NONL

STARTUP 1ST 3RD

4. PRICING:

YEAR FULL YEAR

MSP 459.00 477.00

NSP —

ADVERTISING/MARKETING EXPENSE 50,000

5. COMPETITION:

MANUFACTURER MODEL MSP NSP
BROWNING A-BOTT STAINLESS STALKER #479.95

RUGER KM77 MK11 RP 329,38

6. BRIEF EXPLANATION OF WHY THIS PRODUCT IS NECESSARY:

7. MARKETING APPROVAL: