

EXHIBIT III

28-Jan-91

MARKETING PROJECT DATA

1. PROJECT NAME: M700 MTM (MOUNTAIN MAGAZINE)

2. TIMING:	STARTUP YEAR	1ST FULL YEAR	3RD FULL YEAR
QTR/YR	1ST/92	92	94

LIFE EXPECTANCY OF PRODUCT: 5 YEARS

3. VOLUME:	STARTUP YEAR	1ST FULL YEAR	3RD FULL YEAR
INCREMENTAL	8,000	8000	14,000
REPLACEMENT	8500	8500	—
TOTAL	16,500	16500	14,000

REPLACEMENT VOLUME DETAIL:

MODEL	DESCRIPTIVE SUFFIX	GAUGE/ CALIBER
700	MT	ALL

(DECLINE)
VOLUME GROWTH AFTER 3RD YR NONE

4. PRICING:	STARTUP YEAR	1ST FULL YEAR	3RD 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-Medallion	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 SS (STAINLESS STEEL)

2. TIMING:	STARTUP YEAR	1ST FULL YEAR	3RD FULL YEAR
QTR/YR	1ST/92	92	94

LIFE EXPECTANCY OF PRODUCT: 5 YEARS

3. VOLUME:	STARTUP YEAR	1ST FULL YEAR	3RD FULL YEAR
INCREMENTAL	9000	9000	10,000
REPLACEMENT	3000	3000	—
TOTAL	12,000	12,000	10,000

REPLACEMENT VOLUME DETAIL:

MODEL	DESCRIPTIVE SUFFIX	GAUGE/ CALIBER
700	AS	ALL

(DECLINE)

VOLUME GROWTH AFTER 3RD YR NONE

4. PRICING:	STARTUP YEAR	1ST FULL YEAR	3RD FULL YEAR
MSP	459.00	459.00	477.00
NSP	—	—	—

ADVERTISING/MARKETING EXPENSE \$50,000

5. COMPETITION:

MANUFACTURER	MODEL	MSP	NSP
BROWNING	A-BOAT STAINLESS STALKER	\$479.95	—
RUGER	KM77 MKII RP	329.38	—

6. BRIEF EXPLANATION OF WHY THIS PRODUCT IS NECESSARY:

SEE ATTACHMENT

7. MARKETING APPROVAL: