Remington New Product Launch Summary

2009 Remington New Product Introductions

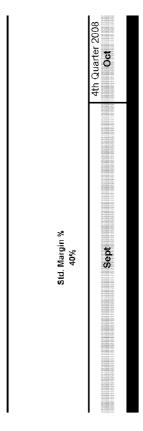
Model 887 Super Magnum Pump Action Shotgu	n
Product Description:	
Competitve Strategy:	
Sales Projections:	
	2nd Quarter 2008
	April
DAT	
Top	

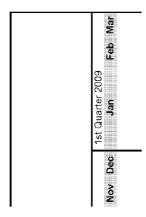
 $New\ Low-cost\ Pump\ Action\ Shotgun\ utilizing\ new\ technologies\ combining\ synthetic\ polymers\ and\ steel\ components$

To regain a cost leadership position in pump shotgun manufacturing and to create value for customers with a money making product

NSP (Tax Out) \$243 Ann. Vol 30000

3rd C	Quarter 2008
May June	July Aug

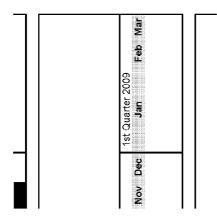




Model 105 CTi II	
Product Description:	
Competitive Strategy:	
Sales Projections:	
·	
	2nd Quarter 200
	April
DAT	200-04
T&P	
Warehouse	

	l
Relaunch of the Model 105 CTi to include new enhancements to improve functionality and reliability To regain lost market share in the premium semi-auto shotgun category NSP (Tax Out) \$875	Ann. Vol 10000
May	3rd Quarter 2008 July Aug

Std. Margin %	
13%**	
	.co
**Margin based on 2008 standard costs prior to any cost reduction initiativ	ves 4th Quarter 2008
**Margin based on 2008 standard costs prior to any cost reduction initiativ	4th Quarter 2008

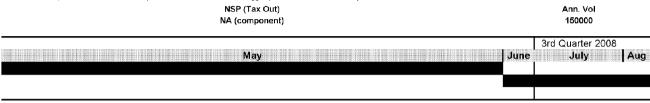


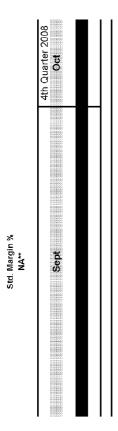
Product Description: Competitve Strategy: Sales Projections:	
1 **XMP Adjustable adds approximately \$15 in cost per unit. Price strategy to recoup costs will be weighted towards premium postioned products	
DAT	2nd Quarter 2008 April
T&P	
Warehouse	

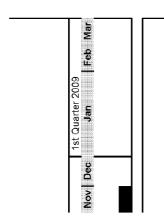
Model 700 XHR (Xtreme Hunting Rifle)

XMP now with external adjustment capability to allow for more consistent, lower trigger pulls from factory and consumer adjustment

To address competitive momentum and improvements in out-of-the-box trigger performance in the marketplace





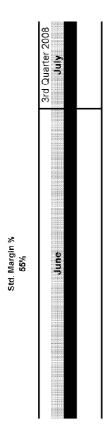


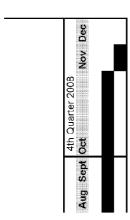
Product Description: Competitve Strategy: Sales Projections:	
DAT	2nd Quarter 2008 Jan
T&P Warehouse	

Hunting line of rifles implementing the VTR triangular barrel profile in a slimmer contour hunting barrel and hunting stock.

To build upon momentum gained with 700 VTR barrel concept.

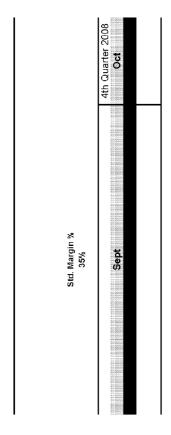
To build upon momentum gained with 700 VTR barrel concept	NSP (Tax Out) \$527	Ann. Vol 11800
	Feb	

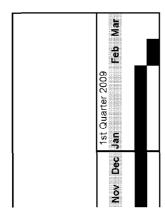




2nd Quarter 2008 April

Hunting line of AR-15 style rifles chambered for new ammuntion development of .30 caliber cartridge base off of 450 Bushmaster	
To expand presence of R-15 category with a legitimate big game hunting round in a small platform AR style rifle	
NSP (Tax Out)	Ann. Vol
\$892	6500
	3rd Quarter 2008
May Jun	Jul Aug



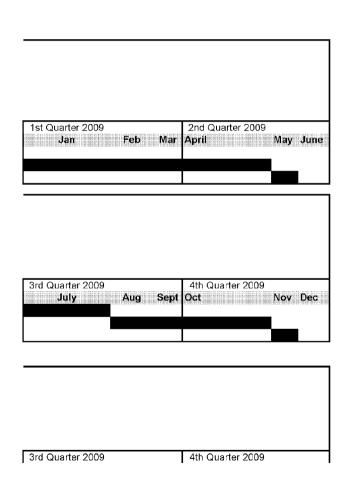


Remington New Product Launch Summary

2010 Remington New Product Introductions

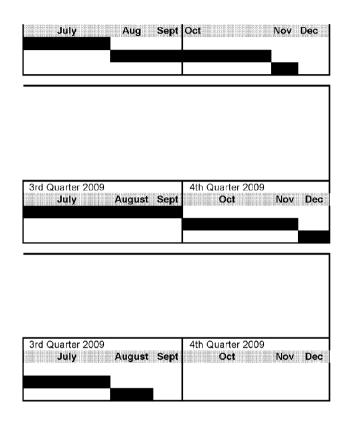
MPAS (Multi-Port Autoloading Shotgun) SuperMa	gnum
Product Description:	_
Competitve Strategy: Sales Projections:	
Sales Projections:	
	1
	3rd Quarter 2008 July
DAT	
T&P	
Warehouse	
Model 105 CTi II Sporting	
Competitve Strategy: Sales Projections:	
Sales Projections.	
	1440 4 2000
	1st Quarter 2009 Jan
DAT	PERENDORUM IN
T&P	
Warehouse	
Madel 700 VIID Ctainless & Madel 700 Candons VI	UD Ctainless
Model 700 XHR Stainless & Model 700 Sendero XI	nk Stainless
Product Description:	
Competitve Strategy: Sales Projections:	
	Lat Ouerter 2000
	1st Quarter 2009

Utilizes recently acquired patent pending gas system technology for high end "do-all" autoloading shotgun Targets market share in premium shotgun market presently dominated by Benelli's Super Black Eagle II NSP (Tax Out) \$1,162	Ann. Vol 15000	Std. Margin % 43%
Aug Sept.	4th Quarter 2008 Oct	Nov Dec
	<u> </u>	
Sporting model of 105CTi featuring steel rib target optimized bbl, adjustable stock features, extended chokes and silver receiver. Logical extension of the soft shooting 105 product is into the sporting clays market NSP (Tax Out) \$1,209	Ann. Vol 1500	Std. Margin % 44%
Feb Mar	2nd Quarter 2009 April	May June
ntroduction of stainless steel into the triangular barrel contour family of rifles Further growth of popular barrel desing and to drive Sendero stock business away from HS Precision NSP (Tax Out) \$608	Ann. Vol 10000	Std. Margin % 55%
	2nd Quarter 2009	



DAT T&P	Jan
Warehouse	
New Autoloading Centerfire Rifle Product Description:	
Competitive Strategy: Sales Projections:	
DAT T&P	1st Quarter 2009 Jan
Warehouse	
New R-15/R-25 Furniture Product Description: Competitive Strategy: Sales Projections:	
Design & Prototype Tool Build Warehouse	1st Quarter 2009 Jan

Feb Mar	April	May June
		1110) 50115
New autoloading centerfire rifle intended to compete with the Benelli R1 and new Browning BAR Short Trac and Long Trac.		
Unlike the Model 7400, this product will be designed to handle magnum cartridges and will feature a modern look.		
To priotect and grow the specialized product category of autoloading centerfire hunting rifles in the US and Europe.		
NSP (Tax Out) \$812	Ann. Vol. 10000	Std. Margin % 32%
\$812	10000	32%
	2nd Quarter 2009	
Feb March	April	May June
New synthetic components designed to bring more of a hunting look and feel to the R family of rifles		
To further entrench Remington as the category leader in hunting AR Platforms		
NSP (Tax Out) NA (components)	Ann. Vol 20000	Std. Margin % NA (components)
,		,
Feb March	2nd Quarter 2009 April	May June
WACI		may Julie



Remington New Product Launch Summary

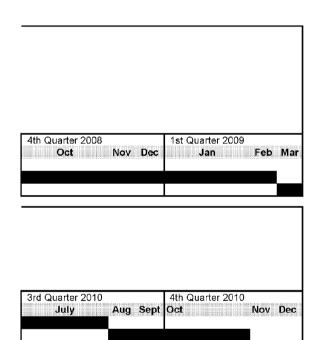
2011 Remington New Product Introductions

New Bolt Action Centerfire Rifle				
Product Description:				
Competitive Strategy:				
Sales Projections:				
	To 10 1 222			
	2nd Quarter 2008 April			
DAT				
T&P Warehouse				
Model 105 CTi II SPS				
Competitve Strategy: Sales Projections:				
	1st Quarter 2010			
DAT	Jan Jan			
T&P				
Warehouse				

New design intended to address competitive direction taken with innovative new upper end products from Tikka, Sako (Beretta) Product will be a high end rifle directed toward independent dealers and specialty shops. It is imperative to insure that we seal our own future with respect to bolt action rifles. We currently lead the category with respect to market share, but competitors are targeting our business. This is a proactive development to steer the direction of this market. NSP (Tax Out) Std. Margin % Ann. Vol. \$929 10000 50% 3rd Quarter 2008 May June July August Sept Synthetic Stocked version of Model 105CTill Logical extension of the soft shooting 105 product is into the sporting clays market NSP (Tax Out) Ann. Vol Std. Margin % \$925 6000 30% 2nd Quarter 2010 Feb Mar April May June

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Remington New Product Launch Summary

2012 Remington New Product Introductions

Model 105 CTi II 20 GA			
Competitve Strategy: Sales Projections:			
DAT	1st Quarter 2011		
T&P Warehouse			

Synthetic Stocked version of Model 105CTill Logical extension of the soft shooting 105 product is into the sporting clays market NSP (Tax Out) \$925 Std. Margin % 30% Ann. Vol 6000 2nd Quarter 2011 3rd Quarter 2011 Feb Mar

April

May June

July

Aug Sept

