

2008 Spring Program New Products

The Model 11-87 Sportsman S-MAG Thumbhole Turkey Camo is meant to replace the current model with the Boyd's Lamine TH-Stock. With the new Ambidextrous Synthetic TH-Stock, this model will achieve two-fold benefits in that it will be cheaper to produce (by about \$70 per unit), and it will serve a market where both Left and Right Handed shooters can use one gun. This gun will be an addition to the current 11-87 Sportsman line of shotguns as we implement a plan to phase out the current 11-87 SPS line of shotguns. Features will include:

- 23" Rifle Sighted barrel
- Tru-Glo (same as on 29517) fiber optic sights
- Wingmaster HD Extended Rem-Choke (Turkey)
- Receiver Drilled & Tapped for scope mounts
- Realtree AP-Green HD Camo
- Part # F97097—Black Sling included with gun
- Molded in rear sling swivel stud-front stud in mag cap
- Will utilize new "Remington SuperCell" recoil pad technology

MSP	Invoice	FET	RemCash	cost	\$Margin	%Margin
694	\$ 645	\$ 65	\$ 581	317	\$ 264	45%

RAMAC #: 83601 Forecast: 1500 Units

The Model 870 SPS S-MAG Thumbhole Turkey Camo is meant to replace the current model with the Boyd's Lamine TH-Stock. With the new Ambidextrous Synthetic TH-Stock, this model will achieve two-fold benefits in that it will be cheaper to produce (by about \$70 per unit), and it will serve a market where both Left and Right Handed shooters can use one gun.

- 23" Rifle Sighted barrel
- Tru-Glo (same as on 29517) fiber optic sights
- Wingmaster HD Extended Rem-Choke (Turkey)
- Realtree AP-Green HD Camo
- Receiver Drilled & Tapped for scope mounts
- Part # F97097—Black Sling included with gun
- Molded in sling swivel stud-front stud in mag cap
- Will utilize new "Remington SuperCell" recoil pad technology

MSP	Invoice	FET	RemCash	cost	\$Margin	%Margin
449	\$ 418	\$ 42	\$ 376	219	\$ 157	42%

RAMAC #:81061 Forecast: 2500 Units

The Model 870 Express Magnum Synthetic Thumbhole Camo is meant to offer a synthetic stocked Ambidextrous Thumbhole (camo stock and fore-end) Turkey gun in the current Model 870 Express Magnum line. This gun will have Mossy Oak Obsession camo stock and fore-end (new camo pattern to the line) and a drilled and tapped receiver (also new to the Express line). Features will include:

- 12 Ga. 21" Vent-Rib bead sighted barrel
- Standard Express finish on barrel and receiver
- Supplied with a Turkey Extra Full Rem-Choke

- Synthetic Thumbhole stock with integrated sling swivel attachment
- Mossy Oak Obsession camo stock and fore-end
- Shoots both 2 3/4" and 3" shells
- Drilled & Tapped receiver

MSP	Invoice	FET	RemCash	cost	\$Margin	%Margin
359	\$ 334	\$ 33	\$ 300	175	\$ 125	42%

RAMAC #:81114 Forecast: 2500 Units

The Model 1100 "PREMIER" Sporting Line is meant to be a complimentary line of Sporting Shotguns in its introductory year. These guns will be offered in the 2008 Spring Program along side of the current Model 1100 sporting series (due to excess on hand inventory) with an eventual plan (2009) to phase out the current models and leave the new Model 1100 Premier Sporting Line as the "Premier" Sporting line of 1100 shotguns. Meant to upgrade the look and image of the line to bring a new enthusiasm to the sporting market, and fully compete with competitive offerings. All guns will feature:

- Nickel Receivers with Gold Inlay
- New Sporting Roll-mark Embellishments on receivers
- Gold Triggers and gold embellishments on receivers
- Line will mirror current line with respect to gauges and specifications
- "B" Grade solid American Walnut stocks and fore-ends
- ALL models will come packaged in the "1100 G3" Premium case

Model 1100 Premier Sporting 12

MSP	Invoice	FET	RemCash	cost	\$Margin	%Margin
899	\$ 847	\$ 85	\$ 762	494	\$ 248	33%

RAMAC #: 82842 Forecast: 500 Units

Model 1100 Premier Sporting 20

MSP	Invoice	FET	RemCash	cost	\$Margin	%Margin
899	\$ 847	\$ 85	\$ 762	506	\$ 248	33%

RAMAC #: 82846 Forecast: 500 Units

Model 1100 Premier Sporting 28

MSP	Invoice	FET	RemCash	cost	\$Margin	%Margin
949	\$ 856	\$ 86	\$ 770	532	\$ 238	31%

RAMAC #: 82854 Forecast: 1,000 Units

Model 1100 Premier Sporting .410

MSP	Invoice	FET	RemCash	cost	\$Margin	%Margin
949	\$ 856	\$ 86	\$ 770	565	\$ 205	27%

RAMAC #:82858 Forecast: 750 Units

The Model 700 VTR (Varmint-Tactical Rifle) will be a unique rifle meant to double as a Varmint/Tactical crossover style rifle to fully take advantage of both markets, and achieve broader scope for the market for this firearm. This gun will be a compact-short—action Model 700 rifle with Tactical style “Triangular” barrel fluting and Integral Muzzle Break (non-removable). NOTE: These guns will also be featured in the 2008 “TACTICAL” line. Features will include:

- Green Stock w/black overmold-like on XCR guns
- .223 model to have “Tactical” style 1 in 9” twist
- .308 model to have “Tactical” style 1 in 12” twist
- 22” bbl w/ Integrated Muzzle Break design & Triangular bbl fluting
- Will utilize new “Remington SuperCell” recoil pad technology
- X-Mark Pro trigger

	MSP	Invoice	FET	RemCash	cost	\$Margin	%Margin
	589	\$ 520	\$ 52	\$ 468	235	\$ 233	50%
RAMAC #:	84370	.223 Rem—					Forecast: 900 Units
RAMAC #:	84371	.308 Win—					Forecast: 1,000 Units

The Model Seven “Predator” Full Camo gun will be a unique to the line offering as aimed at the ever expanding “Predator/Varmint” hunting market—as well as appeal to consumers via the “Cool” factor produced by a full camo gun. The Model Seven platform naturally lends itself to a lightweight compact gun of this type and will feature:

- Full Coverage in Mossy Oak Brush Camo
- Fluted—Magnum contour 22” barrel
- X-Mark Pro trigger
- Synthetic stock (same style as on Model Seven XCR)
- Will utilize new “Remington SuperCell” recoil pad technology

	MSP	Invoice	FET	RemCash	cost	\$Margin	%Margin
	599	\$ 529	\$ 53	\$ 476	280	\$ 196	41%
RAMAC #:	85950	17 RFB—					Forecast: 400 Units
RAMAC #:	85951	.204 Ruger—					Forecast: 400 Units
RAMAC #:	85952	.223 Rem—					Forecast: 500 Units
RAMAC #:	85953	.22-250 Rem—					Forecast: 500 Units
RAMAC #:	85954	.243 Win—					Forecast: 400 Units

The Model 870 Tactical “Desert RECON” series will be a unique addition to the current Tactical line of products. These two shotguns will feature Tiger Stripe Products® Digital Tiger™TSP Desert camo stocks and fore-ends, and will have an olive-drab powder coat finish on receiver and barrel (which matches well with the digital desert camo). One offering will be a 2-shot extension with an 18” barrel and one will have a 3-shot extension with a 20” barrel. Features will include:

- SpeedFeed I (shell holding) stock on 12/18” 2-shot ext. model
- SpeedFeed IV (pistol grip style) stock on 12/20” 3-shot ext. model
- Tiger Stripe Products® Digital Tiger™TSP Desert Camo on stock and fore-end
- Military style “Olive-Drab” powder coat finish on barrel and receiver
- Special Ported “Tactical” Extended Rem-Choke tube on both models
- Front Bead-Sights on Both models

	Unit Pricing	MSP	Invoice	FET	RemCash	cost	\$Margin	%Margin
Bead sights 2-shot ext.		589	\$ 531	\$ 53	\$ 478	260	\$ 18	46%
Bead Sights 3-shot ext.		539	\$ 86	\$ 49	\$ 438	233	\$ 205	47%
RAMAC #:	81420	2-shot Ext.						Forecast: 500 Units
RAMAC #:	81421	3-shot Ext.						Forecast: 500 Units

The Model 700 VSSF – II Caliber addition is meant to further increase firearms support for the 17 Remington Fireball caliber, and make up for the deletion of the Model 700 VSF line (in 17 RFB). Features will include:

- Add .17 Remington Fireball caliber to VSSF II line
- Same Specifications as current line of VSSF II guns
- X-Mark Pro trigger

MSP	Invoice	FET	RemCash	cost	\$Margin	%Margin
939	\$ 847	\$ 85	\$ 762	369	\$ 393	52%

RAMAC #: 84352 Forecast: 500 Units

The Model 700 SPS Varmint LEFT HAND line will basically mirror the current Model 700 SPS Varmint line and play off the successes of the line, as well as provide a price point offering (in this category) for left-hand shooters, as well as fill the void left by the deletion of the Model 700 VSF-Left hand line. Features will include:

- Same basic features and specifications as the current line
- 26” Heavy contour barrel
- X-Mark Pro trigger

MSP	Invoice	FET	RemCash	cost	\$Margin	%Margin
505	\$ 456	\$ 46	\$ 410	230	\$ 180	44%

RAMAC #: 84225 17 Rem Fireball— Forecast: 450 Units

RAMAC #: 84226 .22-250 Rem.— Forecast: 600 Units

RAMAC #: 84227 .223 Rem.— Forecast: 700 Units

RAMAC #: 84228 .243 Win.— Forecast: 250 Units

RAMAC #: 84229 .308 Win.— Forecast: 600 Units

The Model 700 XCR Line of Left hand rifles is meant to expand upon the successes of the current Model 700 XCR line and offer a line of rifles for the Left-hand shooting market, of which we need to build a loyal customer base with a modicum of offerings that will suit the needs of that market segment. These rifles will retain all of the same great features of the current Model 700 XCR rifle line, with the major exception being the Left-hand configuration. Features will include:

- 24” Stainless Steel barrels on Standard Calibers
- 26” Stainless Steel barrels on Magnum and Ultra Magnum calibers
- Black synthetic stock with Grey overmold technology
- Exclusive TriNyte coating for superior abrasion\corrosion resistance
- X-Mark Pro trigger
- Will utilize new Remington recoil pad with “SuperCell” technology

MSP	Invoice	FET	RemCash	cost	\$Margin	%Margin
792	\$ 714	\$ 71	\$ 643	301	\$ 342	53%
812	\$ 733	\$ 73	\$ 659	311	\$ 348	53%

RAMAC #: 84502 .270 Win.— Forecast: 125 Units

RAMAC #: 84503 .30-06 Sprg.— Forecast: 200 Units

RAMAC #: 84504 7mm RemMag— Forecast: 125 Units

RAMAC #: 84509 .300 RUM— Forecast: 450 Units

The Model 700 SPS Youth Line of Left hand rifles is meant to expand our line of YOUTH offerings, and supply this niche of the market with an all purpose hunting rifle that fits both youth and smaller stature shooters. These rifles will feature all of the standard features of our ever-popular Model 700 SPS Youth rifles, with the notable exception being the Left-hand configuration. Features will include:

- Same great features of our standard 700 SPS YOUTH guns
- X-Mark Pro trigger
- 1” Shorter LOP

- Will utilize new Remington recoil pad with “SuperCell” technology
- 20” barrels
- Offered in .243 Win and 7mm-08 Calibers

MSP	Invoice	FET	RemCash	cost	\$Margin	%Margin
465	\$ 419	\$ 42	\$ 378	202	\$ 176	46%
RAMAC #: 84150 .243 Win.— Forecast: 425 Units						
RAMAC #: 84151 7mm-08 Rem— Forecast: 275 Units						

The Model 597 “yellow jacket” style Heavy Barrel Stainless TVP (Target-Varmint-Plinker) rifle is meant to introduce an ambidextrous Thumbhole Target Style .22 rimfire to the line. This rifle will fill the void left by the deletion of 3 SKU’s from the Model 597 line (26565, 26556, & 26579). Features will include:

- o Stainless Heavy Barrel—20” 22LR Model
- o Boyd’s “shady camo” laminate Ambidextrous TH Stock
- o Laser engraved pistol grip area with “597 Target” design

MSP	Invoice	FET	RemCash	cost	\$Margin	%Margin
399	\$ 360	\$ 36	\$ 324	195	\$ 129	40%
RAMAC #: 80852 Forecast: 1,500 Units						

The Model 597 in Mossy Oak “Blaze” (ORANGE) camo is intended to bring a unique new look to the Model 597 line (to appeal to a different market) with unparalleled shelf appeal, this gun will literally pop off the shelf. Same gun as a 26550, but with an orange Tru-Glo fiber optic front sight, and a synthetic stock with Mossy Oak Blaze (ORANGE) camo. Features will include:

- Same basic features as current (26550) Model 597
- Tru-Glo Fiber Optic sights
- Mossy Oak Blaze (ORANGE) Camo stock
- 20” carbon steel barrel

MSP	Invoice	FET	RemCash	cost	\$Margin	%Margin
189	\$ 176	\$ 18	\$ 158	118	\$ 40	25%
RAMAC #: 80853 Forecast: 2,000 Units						

The Model 597 in Mossy Oak “(PINK)-Blaze” camo is intended to bring a unique new look to the Model 597 line (to appeal to a different market) with unparalleled shelf appeal, this gun will literally pop off the shelf. Same gun as a 26550, but with a synthetic stock with Mossy Oak (PINK) -Blaze camo (which is a REMINGTON Exclusive). Features will include:

- Same basic features as current (26550) Model 597
- REMINGTON Exclusive Camo pattern
- Tru-Glo Fiber Optic sights
- Mossy Oak (PINK) Blaze Camo stock
- 20” carbon steel barrel

MSP	Invoice	FET	RemCash	cost	\$Margin	%Margin
189	\$ 176	\$ 18	\$ 158	118	\$ 40	25%
RAMAC #: 80854 Forecast: 1,500 Units						

The Model 770 Stainless Camo is meant to offer a “price-point” ready to shoot out of the box rifle with the “upgraded” features of stainless and camo, to capture a larger piece of the pie in this market. Features will include:

- Realtree AP-HD camo stock
- All the great features currently in the Model 770 Line
- Stainless barrel with matching action and bolt
- 3-9 x 40mm scope, mounted and bore-sighted at factory

Unit Pricing	MSP	Invoice	FET	RemCash	h	cost	\$Margin	%Margin
STD. CALIBERS	399	\$ 360	\$ 36	\$ 324		201	\$ 123	38%
MAG.& UM CAL.	399	\$ 360	\$ 36	\$ 324		201	\$ 123	38%

RAMAC #: 85655 .270 Win.— Forecast: 1500 Units
 RAMAC #: 85656 .30-06 Sprg.— Forecast: 1500 Units
 RAMAC #: 85657 7mm Rem Mag.— Forecast: 1000 Units
 RAMAC #: 85658 .300 Win Mag.— Forecast: 1000 Units

The Model 870 Wingmaster JR. in .410 with brown laminate stock is a special makeup addition to the Spring 2008 program. This gun is perfect for youth or small statured shooters looking for a small compact and lightweight small gauge gun. This gun retains all of the great features of our classic 870 Wingmaster, with a brown laminate wood stock for enhanced strength and weather resistance. Features will include:

- 18 1/4” Vent-Rib barrel with fixed Modified choke.410 bore-shoots both 2 1/2” and 3” shells
- Brown Laminate stock and fore-end (press checkered) Jr. LOP—12”
- High polish (gloss) blued finish on metal

MSP	Invoice	FET	RemCash	cost	\$Margin	%Margin
479	\$ 455	\$ 46	\$ 410	270	\$ 140	34%

RAMAC #: 82002 .410— Forecast: 250 Units

2008 Spring Program Deletions

29517	11-87 SP-T TH Turkey(Camo)23”
29519	11-87 SPS-T Super Mag(Camo)23”
25241	Model 1100 Tournament Skeet 12/26”
29595	Model 1100 Tournament Skeet 20/26”
25189	870 SP-T-Hole Full Camo TKY 12/23”
25007	870 SPS-T Full Camo 12/23
25573	870 Exp.Mag. Turkey Brown Lam. 12/21”
25106	870 Exp. S. Mag. Turkey 12/23”
26183	Model 700 I.V-SF .17 Remington/22”
26196	Model 700 I.V-SF .204 Ruger/22”
26185	Model 700 I.V-SF .221 Rem. Fireball/22”
26187	Model 700 LV-SF .223 Remington/22”
26189	Model 700 LV-SF .22-250 Remington/22”
84360	Model 700 VSF .17 Rem Fireball/26”
27257	Model 700 VSF .22-250 Rem /26”
27259	Model 700 VSF .223 Rem/26”
27261	Model 700 VSF .308 Win/26”
27493	Model 700 VLS 6mm Rem/26”
27275	Model 700 VSF-LH .22-250 Rem /26”
27277	Model 700 VSF-LH .223 Rem/26”
27279	Model 700 VSF-LH .308 Win/26”
26565	Model 597 Standard Synthetic Stainless .22 LR
26556	Model 597 LSS (Laminate Stainless) .22 LR

26579

Model 597-HB Laminate .22 LR