



2009
Externally Adjustable X-Mark® Pro
<p>Description</p> <ul style="list-style-type: none">• X-Mark Pro Trigger Set at 3 ½ lbs with External Adjustment of 2 lb Range <p>Positioning Statement</p> <ul style="list-style-type: none">• The Cleanest Breaking Factory Trigger now with Easy Consumer Adjustment <p>Launch Strategy</p> <ul style="list-style-type: none">• Available 4th Quarter 2008• Varmint, Target, and all 2009 New Products• Phase Into Current Line as Inventory of XMP Trigger is Depleted <p>Features and Benefits</p> <ul style="list-style-type: none">• Out of the Box-On the Dealer's Rack at 3 ½ Pounds• The World's Finest Factory Trigger in a Consumer Adjustable Version <p>Competitive</p> <ul style="list-style-type: none">• Savage, Winchester, Browning, S&W, and TC all Advertise Adjustable Triggers• Same Competitors also Advertise 3 ½ to 3 ¾ Pound Pull Out of the Box
<i>The Evolution of A Legend...</i>

2010 Model 700 XCR II	
Description	<ul style="list-style-type: none"> • Line of Big Game Hunting Rifles with the TriNyte® Corrosion Control System • Will Change to Black PVD Metal Finish • Will Replace the Current XCR Line
Positioning Statement	<ul style="list-style-type: none"> • The Ultimate Extreme Weather Hunting Rifle
Features and Benefits	<ul style="list-style-type: none"> • XCR Magnum Contour Barrel with TriNyte <ul style="list-style-type: none"> – 416 Stainless Steel Barreled Action – Nickel Plate-Provides Corrosion Resistance – Black PVD-Provides Abrasion and Wear Resistance <ul style="list-style-type: none"> • Black Finish-Superior Concealment as well as the Most Durable PVD Finish • Clean Barrel without Sights • 24" Standard Chambering and 26" Magnum Chamberings Barrel Lengths • Stocked in a Synthetic Overmold Stock – Color of Stock TBD • New X-Mark Pro Externally Adjustable Trigger
<i>The Evolution of A Legend...</i>	

597 VTR
<p>Description</p> <ul style="list-style-type: none">• Model 597 Fitted with AR-15 Accessories<ul style="list-style-type: none">– A-2 and Collapsible Stock Versions, Pistol Grip, and Carbine Length Free Float Tube• Chambered in 22 Long Rifle with a 10 Round Magazine Box <p>Positioning Statement</p> <ul style="list-style-type: none">• .22 LR Shoot-ability with Look, Feel, and Point-ability of the AR-15 <p>Features and Benefits</p> <ul style="list-style-type: none">• 16" Heavy Barrel Chambered in 22 Long Rifle• Re-Designed 10 Round Magazine Box for Flawless Feed and Function• 597 VTR Logo Embossed on Side Plates• Carbine Length Free Float Tube for Ultimate Accuracy and Barrel Cooling• Fixed A-2 Style Stock Version• Collapsible Stock Version to Adjust Length of Pull for All Shooters
<i>The Evolution of A Legend...</i>