

Brothers&Co.

COPY SHEET

Remington

X-Mark Pro Online Video

07REM2413

Original: 7/12/07

Revised: (Date)

X-MARK PRO ONLINE VIDEO

NOTE: **John Trull's quotes are based on a phone interview. Jackie Bushman's and Jim Doolittle's comments are loose guidelines subject to change.**

CG: **REMINGTON LOGO.**

OPEN: Range footage from recent Model 700 spot. Shooter punches the last shot in a tight group at the range and ejects the casing.

ANNCR VO: THE WORLD'S MOST ACCURATE OUT-OF-THE-BOX RIFLES ARE, ONCE AGAIN, SETTING A NEW PRECEDENT FOR PRECISION.

Cut to shot of Remington XCR in studio from Model 700 spot.

CG: **X-MARK PRO LOGO.**

ANNCR VO: INTRODUCING THE NEW REMINGTON X-MARK PRO. THE FINEST TRIGGER SYSTEM IN PRODUCTION TODAY.

Cut to red screen.

ANNCR VO: DELIVERING TRUE CUSTOM-GRADE PERFORMANCE.

CG: **BREAKS LIKE GLASS.**

New red screen with image of trigger.

CG: **LIGHTER PULL WEIGHT.**

New red screen with image of trigger.

CG: **100% ADJUSTABLE.**

New red screen with image of trigger.

Cut to group shot of rifles from Model 700 spot.

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ANNCR VO: AND NOW STANDARD EQUIPMENT ON SELECT MODEL
700 AND MODEL SEVEN RIFLES.

Cut to new red screen.

CG: **X-MARK PRO LOGO.**

CG: **ADVANCING THE MOST ACCURATE, DEPENDABLE
HUNTING RIFLES ON THE PLANET.**

Cut to studio with John Trull.

CG: **JOHN TRULL
REMINGTON ARMS COMPANY.**

JT VO: AFTERMARKET CUSTOM-TRIGGER PERFORMANCE IS
NOW THE FACTORY STANDARD AT REMINGTON.

Cut to red screen.

CG: **THE CUSTOM-GRADE DIFFERENCE.**

Cut back to Mr. Trull in studio.

JT VO: THE X-MARK PRO BREAKS LIKE GLASS. THAT MEANS
ZERO CREEP AND ABSOLUTE SHOT-TO-SHOT
CONSISTENCY. IT'S HANDS-DOWN, THE BEST FACTORY
TRIGGER OUT THERE, AND EVEN SUPERIOR TO WHAT
MANY CUSTOM GUNMAKERS OFFER.

Cut to red screen.

CG: **DOMINATING BY VERY PRECISE MEASURES.**

JT VO: UNLIKE SOME COMPETING TRIGGER SYSTEMS THAT
USE GADGETS AND ADD-ONS TO HIDE CREEP AND
INCONSISTENCY, WE FOCUSED ON THE FLAWLESS
MESHING OF INTERNAL COMPONENTS TO PRODUCE
THE MOST CRISP BREAK POSSIBLE. A LIGHT PULL

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DOESN'T MAKE A GREAT TRIGGER. DOO-DADS DON'T MAKE IT GREAT. SUPERIOR CRAFTSMANSHIP MAKES IT GREAT.

CG: **THE ROAD TO PERFECTION.**

Quick shot of camera zooming down the road. Cut to shot of factory at Ilion. (These can be separate times and places, we just want to create the illusion of traveling down a road that leads to Ilion).

CG: **REMINGTON ARMS COMPANY FACTORY ILION, NY.**

Cut to Jim Doolittle (engineer) in the factory at Ilion.

CG: JIM DOOLITTLE, _____
REMINGTON ARMS COMPANY

JD VO: WE TOOK PRECISION ENGINEERING TO A NEW LEVEL. THE X-MARK PRO IS CRAFTED USING THE TIGHTEST POSSIBLE TOLERANCES – RIVALING THOSE USED TO MAKE MEDICAL INSTRUMENTS. ALL THE WORK IS DONE IN-HOUSE, BECAUSE, FRANKLY, WE COULDN'T GET ANYONE TO BUILD THEM AS PRECISE AS WE WANTED AT A COST THAT WAS ANYWHERE NEAR REASONABLE.

Cut to red screen with image of X-Mark Pro Trigger system.

ANNCR VO: ALONG WITH OFFERING THE MOST CRISP BREAK YOU'VE EVER FELT, THE REMINGTON X-MARK PRO COMES TO YOU WITH UP TO A 45% LIGHTER PULL WEIGHT AND IS 100% ADJUSTABLE BY A QUALIFIED GUNSMITH.

CG: **MIRROR FINISH ON COMPONENTS
ULTRA-TIGHT PRODUCTION TOLERANCES.
BREAKS-LIKE-GLASS FEEL**

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Cut to new red screen.

CG: **A PERCEPTION OF GREATNESS.**

Cut to John Trull in studio.

JT VO: SHOOTERS ARE FINDING THE ULTRA-CRISP, CLEAN BREAK OF THE X-MARK PRO ACTUALLY DECREASES PERCEIVED TRIGGER PULL. MEANING, 4 1/2 LBS. FEELS MORE LIKE 3. SO FAR, MOST PEOPLE HAVE NO DESIRE TO MAKE A PULL-WEIGHT ADJUSTMENT.

Cut to red screen.

CG: **UNMATCHED GUTS.**

Cut back to Mr. Trull in studio.

JT VO: WE KEPT THE ADJUSTMENT INTERNAL BECAUSE OUR SYSTEM IS FIRST AND FOREMOST FOR HUNTERS. THE X-MARK PRO IS ULTRA-CORROSION-RESISTANT, DURABLE AND RELIABLE, AND MADE FOR THE SHOOTER WHO WANTS TO MAINTAIN RIFLE SETTINGS IN THE SPIRIT OF ACCURACY IN THE FIELD.

Cut to footage of shooter squeezing a trigger. Rifle report.

JT VO: THE HUNT IS ALSO WHY ADD-ONS WEREN'T AN OPTION. YOUR FINGER SHOULD DIRECTLY INTERFACE WITH THE TRIGGER. AN EXTRA MOVING PART IS JUST SOMETHING EXTRA TO FREEZE UP OR FAIL AT THE MOMENT OF TRUTH.

Cut to red screen.

CG: **VIEW FROM THE FIELD.**

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Cut to Jackie Bushman at a shooting bench with his Buckmasters Edition Model 700 SPS on sandbags.

JACKIE VO: THE X-MARK PRO TRIGGER HAS, WITHOUT QUESTION, MADE ME A BETTER MARKSMAN. IT BREAKS SO CLEAN AND CONSISTENT, I FEEL LIKE I'M PART OF THE RIFLE. EVEN A LOT OF CUSTOM TRIGGERS DON'T FEEL THIS PERFECT. ONE SHOT, AND I WAS A BELIEVER.

Cut to red screen.

CG: **ALWAYS SETTING THE STANDARD.**

Cut to John Trull in studio.

JT VO: THE WORLD'S MOST ACCURATE PRODUCTION RIFLES, NOW HAVE THE FINEST FACTORY TRIGGER SYSTEM AVAILABLE. BOTTOM LINE, A REMINGTON RIFLE WITH A NEW X-MARK PRO TRIGGER IS A SHOOTING SYSTEM OF UNRIVALED PRECISION. NOTHING YOU CAN BUY OFF THE RACK IS EVEN CLOSE.

Cut to red screen.

CG: **X-MARK PRO LOGO.**

ANNCR VO: THE NEW X-MARK PRO TRIGGER SYSTEM. TRUE CUSTOM-GRADE PERFORMANCE. NOW STANDARD EQUIPMENT ON SELECT MODEL 700 AND MODEL SEVEN RIFLES.