

## Meeting Notes with MCD, Firearms, Ammunition and Remington LE/Federal/Military Departments

Scott opened meeting stating he wants the groups to get together monthly to review/discuss on-going/future projects. Shouldn't take no more than ½ hour for each meeting in the future. This will keep the communication lines open for all parties. Each Dept can send a representative to the meetings, but would ask that meeting information get trickled down to the individual team members.

**Bob Pantle gave an overview of the following:**

F.L.E.T.C. – Currently have a 5-year contract; with a potential of 30M/year. Projection of 10% growth with hopes to get 30%. Not a fixed price/year, but there is now a clause to support pricing.

Current Projects w/MCD:

- Sniper Rifle Teaser Campaign to release in magazines/SHOT Show in November, December and January.
- Updating Remington LE/Federal/Military Catalog and Disintegrator Brochure for 2009
- Disintegrator CTF Video has been discussed and will be working with Brothers & Co, along with the Tulsa, OK PD Range to produce a marketing video before year-end

Scott charged Al to provide a response of identifying DOD Writers, Int'l Magazines and LE Magazines who can assist in getting good/solid communication and exposure for Disintegrator CTF product.

- Tier 1 Group – Scott also charged Al/Bob/Mike C/Mike H to work together and get a Fall LE/Fed/Mil/EOTac event coordinated. Scott will take care of how this event will be budgeted/funded.

**Mike Haugen gave an overview of the following:**

- M24 Status – About 1,100 to deliver for balance of 2008 and another 1,800 on books to deliver in 2009. There are about 400 in the plant waiting to ship now. Budgeted for 1,900 in 2008, plus a small supply from other sources. Build forecast for 200/month. Clause removed for early delivery penalty. Trying to get as many shipped, due to how profitable the M-24's are for the business.
- About 60 Model 700 Fed for Pakistan (Order#86451). Trull will keep an eye on production at Ilion.
- Shotgun Efforts – No major efforts now.
- 308 Ammo – About \$2M contract w/Mexico in hand. There will be three monthly shipments (5,000/shipment). Tried to get all three orders shipped this year, but will not happen.
- 5 Billion 223 rounds to Iraq
- Ammo Interest – A 3<sup>rd</sup> Party interest, Command Arms, for the Republic of Georgia (i.e. 223)
- Marketing – No Int'l Marketing efforts. Funding available (about \$10-30,000.00 unused). Willing to share with Mike and Bob for any 2008 efforts. Would like a 2009 CD for major agencies with downloadable 2009 LE/Fed/Military Catalog, PDF file of product sheets, etc. Need about 200 DVD. Scott suggested Mike get

with Al and Pam to schedule a meeting soon and discuss this need for Int'l marketing.

- Debra will set-up a 2009 Int'l MCD Meeting in November with Scott/Mike/Al/Pam
- Magazine effort – February 2009 potential ad interest.

**Mike Chamberlin gave an overview of the following:**

- New NE Rep on Board effective October 6, 2008 – Matt Nasser (Last name may be misspelled??). Scott charged Al/Linda to get a press release out no later than Thursday, October 9<sup>th</sup> announcing this new hire. Put his background information in the press release and release to the LE Industry publications (that's the way Scott said it, so I'm not sure who all he wants included to get the press release)
- LA County Sheriffs Patrol Shotgun – Currently having a problem with side saddles' on the patrol model. 222 Lock Tight - will be putting lock tight on all four models in Ilion next week. Torque to 18 lbs.
- Disintegrator CTF (Copper Tin Frangible) – Currently working with MCD to get a Disintegrator CTF video produced to assist in marketing, promoting and communicating. Will get high speed photography on frangible. Rep's have demo products now on this product. Mike will get in touch with Linda Powell on LE involvement to show product and shoot/use on range for I think an upcoming 2008 or 2009 LE/Federal/Military Writer's Seminar (same as whatever was done last year). Get clarification.
- Scott charged to get a launch plan together on how to market product/communicate in LE/Fed/Mil arena. Meeting with Al, Linda, Mike C, Bob, Scott/Tim/John Chisnall.
- Will track bids on Copper Frangible and communicate to everybody how product is moving
- Send materials/demo now to customers to help promote Disintegrator CTF

**John Trull gave an overview of the following:**

- X-Mark Pro Adjustable Trigger – Ask the question if LE/Federal/Military want to move forward and place on 2009 M700's. Sample available to see and show the LE team. Would be about \$6.00/gun. Standard 700 SPS and above will have trigger on the domestic side of the business. Will it be on the LE firearms? It's Bob/Mike C call. Haugen and Bob think it's a good idea for 2009. Decision needs to be made ASAP, so all 2009 literature can include this new update.
- Factory version of 40-X could be used in LE line-up? What are your thoughts?
- Model 700 Target Tactical – Tactical bolt handle knob on M700

In closing, Scott stressed again how important it is to have these meetings and communicate amongst department lines. MAD has to step-up and make awareness, production of communication, call to action and launch LE/Federal/Military product line.