

LIMITED DISTRIBUTION

EXHIBIT 1

THE 3200 SHOTGUN FROM THE MARKETING PLAN

A. SIZE AND NATURE OF THE MARKET

Even as recently as 1960, the domestic over-under shotgun market was a very limited one. Estimates are that the entire market was less than 15,000 units.

Since then, this market segment has shown the greatest growth of any other type of shotgun. Marketing Research estimates the 1971 domestic market was about 77,000 units.

In the International shotgun market, the over-under as well as the double has long been their most popular gun. The 1970 world over-under market was estimated at 256,000 units. Of these units, 155,000 or 60% were marketed in Europe. Combined with domestic and European estimates, we can say these two areas comprise 90% of the world over-under market.

B. PRODUCT DEFINITION:

In 1973, we will introduce the following regular grade field and target gun specifications:

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