

RECEPTION TO ANNOUNCED PROMOTIONS VERSUS FORECAST

A. MODEL 788 RIFLE-SCOPE PROMOTION

THIS PROMOTION WAS FIRST INTRODUCED IN 1970. ITS OBJECTIVE AT THAT TIME, AS WELL AS TODAY, WAS TO CREATE ADDITIONAL VOLUME TO FULLY UTILIZE EXISTING PRODUCTION FACILITIES.

THE RESULTS ARE THAT THE M/788 IS NO LONGER THE "ALSO RAN" GUN IT WAS IN THE LATE '60'S, BUT IS TODAY CONSISTENTLY IN THE TOP 10 BEST SELLING CENTER FIRE RIFLES IN THE COUNTRY.

THIS YEAR WE FORECAST SALES OF 23,000 PROMOTION UNITS FROM A TOTAL COMPANY MODEL FORECAST OF 42,000 UNITS. THROUGH MARCH 17 ORDERS FOR 17,600 PROMOTIONS HAVE BEEN ENTERED. WE DO NOT SEE ANY PROBLEMS AT THIS TIME IN OBTAINING THE 5,500 ADDITIONAL ORDERS REQUIRED TO MEET THE FORECAST. THERE IS AN OPTION ON TAKING THE REMAINING TELESCOPES.

THE 223 CALIBER IS OFFERED IN THIS PROMOTION.