

- HAS PROVED TO BE DEPENDABLE WITH AN APPEARANCE APPEALING TO A LARGE SEGMENT OF THE MARKET.

- UNIQUE CLIP MAGAZINE IS APPEALING.

B. LEVER ACTION MODELS

- PRODUCED BY BROWNING, ITHACA, MARLIN AND WINCHESTER.
- RETAIL IN A RANGE FROM \$115.00 TO \$150.00.
- ACCOUNT FOR ABOUT 15% OF THE RIM FIRE MARKET OR ABOUT 125,000 UNITS.
- REQUIRES TRADITIONAL APPEARANCE WITH WOOD STOCK. WE DOUBT WE COULD DEVELOP, PRODUCE AND MARKET SUCH A GUN ON A PROFITABLE BASIS TODAY.

C. LOW PRICED COMPETITIVE LINES

- PARADE OF LOW PRICED 22's LED BY MARLIN, WHO HAVE BECOME AGGRESSIVE IN THIS MARKET SINCE BUILDING THEIR NEW PLANT A FEW YEARS AGO.
- WE COMPETED IN THIS MARKET A FEW YEARS AGO WITH THE M/514 AND M/550. THE DECISION WAS MADE, AND RIGHTLY SO, TO ABANDON THIS MARKET, SACRIFICE SOME SHARE OF MARKET, AND CONCENTRATE OUR EFFORTS ON THE MORE PROFITABLE MODELS IN OUR LINE. WE BELIEVE THIS STRATEGY HAS PAID OFF.
- WE HAVE NO PLANS TO RE-ENTER THIS MARKET.