

EXHIBIT 17

NEW BOLT ACTION CARBINE STYLE CENTER FIRE RIFLE RESEARCH

Group Discussion Guide

Section I - General Positioning of Carbines

What we are going to be talking about today is center fire rifles; and we will be focusing most of the discussion on the lever action and bolt action types....

1. First of all, let me ask each of you what kind of center fire gun do you mainly use and why? (WARM-UP)
2. What types do you use for different types of game?
3. How do the different type of actions (lever vs. bolt) affect your hunting attitudes and practices -- for example, in terms of type of game, range, accuracy, other considerations?
4. How do the different sizes and weights of a gun affect your hunting habits in terms of type of game, range, accuracy, other considerations?
5. Any relationship between type of action and size/weight of gun? Implications of this in terms of type of game, range, accuracy, other considerations? Ammunition?

(IF, AND ONLY IF, "CARBINE" IS MENTIONED) 6. What is a carbine? What makes a carbine rifle a carbine?

- How does a carbine compare to a regular rifle in terms of:

- ...range
- ...accuracy
- ...ammunition
- ...comfort
- ...convenience
- ...durability
- ...overall