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EXHIBIT III

28-Jan-91

MARKETING PROJECT DATA

1. PROJECT NAME: 700 SS (STAINLESS STEEL)

2. TIMING:

A

QTR/YR

STARTUP
YEAR

1ST/92

1ST
FULL YEAR

92

3RD
FULL YEAR

94

LIFE EXPECTANCY OF PRODUCT: 5 YEARS

3. VOLUME:

B
INCREMENTAL
REPLACEMENTSTARTUP
YEAR

9000

3000

TOTAL

12,000

1ST
FULL YEAR

9000

3000

12,000

3RD
FULL YEAR

10,000

—

10,000

REPLACEMENT VOLUME DETAIL:

T

MODEL

700

DESCRIPTIVE
SUFFIX

AS

GAUGE/
CALIBER

ALL

(DECLINE)

VOLUME GROWTH AFTER 3RD YR NONE

4. PRICING:

STARTUP
YEAR

459.00

1ST
FULL YEAR

459.00

3RD
FULL YEAR

477.00

MSP

NSP

ADVERTISING/MARKETING EXPENSE \$50,000

5. COMPETITION:

MANUFACTURER

MODEL

MSP

NSP

BROWNING

A-BOGT STAINLESS STALKER #479.95

RUGER

KM77 MK II RP

329.38

6. BRIEF EXPLANATION OF WHY THIS PRODUCT IS NECESSARY:

SEE ATTACHMENT

7. MARKETING APPROVAL: