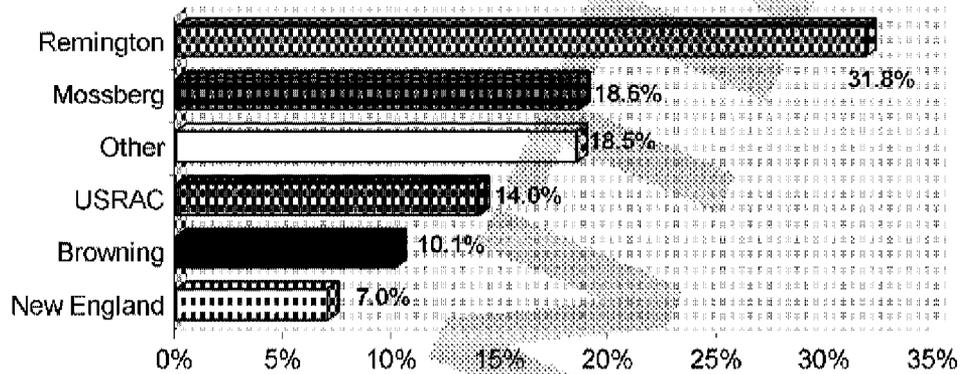
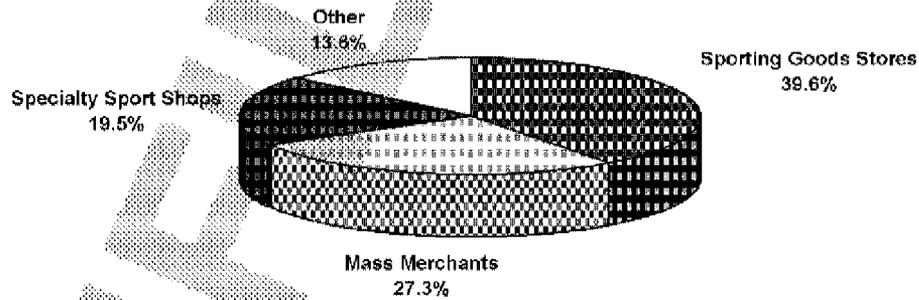


Shotgun Brand Share⁴ (% of Units)



In addition, shotgun distribution by trade channel as reported by the NSGA in units and dollars are:⁵

1996 Shotgun Distribution Channels (% of Units)



The distribution trends in units sales from '95 to '96 are significant. They are:

- A 5% increase in sales by Sporting Goods Stores.
- A 4% increase in sales by Specialty Sport Shops.

⁴ NSGA Retail Sales Study - 1996.

⁵ Ibid.