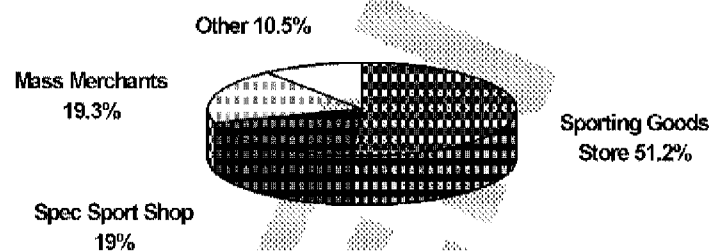


- A small 1% increase in Mass Merchants sales.
- A decline of nearly 11% in other distribution believed to be the direct result of FFL reductions.

1996 Shotgun Distribution Channels <sup>6</sup> (% in Dollars)



The significance of this data is the change in distribution dollars by channel from 1995 to 1996.

- An increase of 15.9% in dollar volume by Sporting Goods Stores.
- Essentially unchanged dollar volume for Specialty Sports Shops and Mass Merchants.
- A 17.3% decrease in dollar volume by other distribution, again attributed to FFL reductions.

<sup>6</sup> NSGA Retail study - 1996