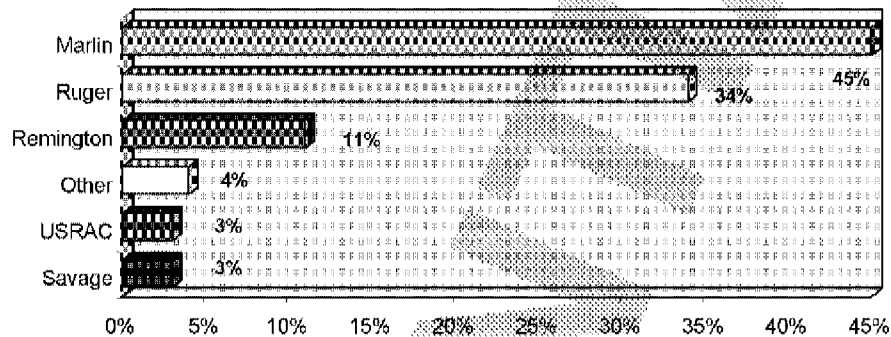


Rimfire Rifle Brand Share By Brand (% of Units)



Remington does not have a fair share of the rimfire rifle market. This situation developed from an aging product offering and the failure of the 522 Viper to establish a solid position in the autoloading segment. New products such as the 597 family of autoloaders will enable Remington to increase share approximately 6% in 1997 and 9% in 1998.

AUTOLOADING RIMFIRE RIFLES

■ Market Share Overview

The domestic autoloading rimfire rifle market is estimated to be approximately 500M units.

<u>Brand</u>	<u>Units (M)</u>
Remington	61
Ruger	200
Marlin	230
USRAC	-
Savage	10
Other	<u>20</u>
Total	521