

<u>Model</u>	<u>MSP</u>	<u>Net Selling Price</u>	<u>1st Year Volume</u>
597 B	\$149	\$122	10,000 Units
597 SS	\$159	\$130	10,000 Units
597 Magnum LS	\$269	\$221	2,000 Units
597 Custom Target	\$449	\$405	500 Units

■ Product Strategy - 1999 and Beyond

Model 552 Speedmaster

There are no new products planned for the Model 552 in 1999 and beyond. Consideration will be given to offering special configurations of this gun on a customer specific basis. If sales volume falls below threshold levels it will be discontinued.

Model 597

The competitive response to the Model 597 is expected to come in the form of added value or reduced price. *The focus for the Model 597 line in 1999 and beyond must be on maintaining world class product quality while holding manufacturing costs at 1997 levels. In order to reach volume objectives careful consideration will be given to expanding the Model 597 product line-up.* Adding value to the offering by cataloging a gun-with-scope as a package or adding sling and swivels will be considered.