

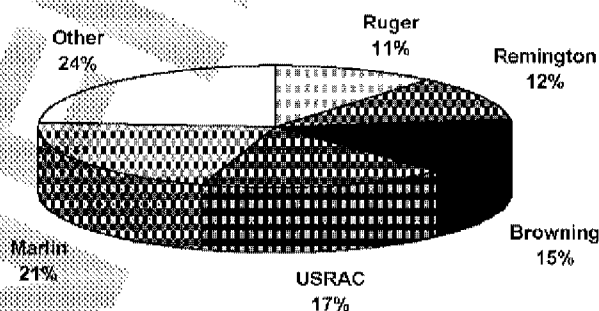
■ Market Share Overview

The domestic repeating centerfire rifle market is estimated to be 414M units annually with a retail sales value of \$88-\$103MM.

Sales volumes and market share are estimated for the domestic market as follows:

<u>BRAND</u>	<u>UNITS</u>
Remington	51
USRAC	69
Ruger	45
Marlin	85
Browning	64
Other	100
TOTAL	414

**Centerfire Repeating Rifle
Market Share²¹ (% Units)**



Remington has lost over 30% market share in this product category during the last four years. This situation is principally the result of erosion in product value caused

²¹ Combined Analysis of: BATF Data for 1995, SAMMI Factory Shipments - 1996, Herstal Clinvest 1995, Gunmark Benelux - 1996 (Proof House Data) and NSGA Retail Study - 1996.