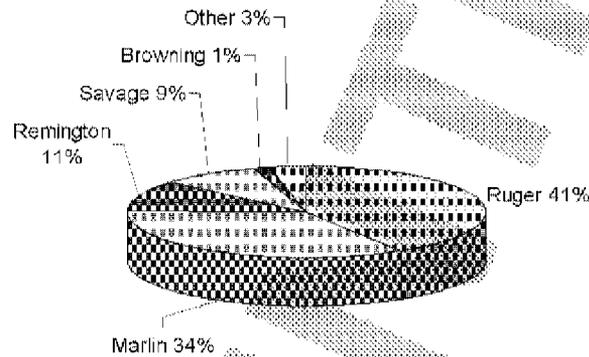


**2001 Autoloading Rimfire Rifles
(Brand Share by Manufacturer)**



Remington Segment Performance – Autoloading Rimfire Rifles

Remington competes in the autoloading rimfire rifle segment with two product families. 2001 sales consisted of 53M units, or \$7.3MM in revenue. Volume and revenue changes from 2000 to 2001 were decreases of 9% and 10% respectively.

	1998	1999	2000	2001	2002	2002
Model 597	Actual	Actual	Actual	Actual	FCST	P.O.
Unit Sales (M)	64.2	56.9	57	51	47	50
Sales Dollars (\$MM)	\$7.6	\$7.7	\$6.9	\$6.3	\$5.6	\$5.8
Standard Margin (\$MM)	\$2.1	\$1.8	\$1.3	\$1.0	\$0.7	\$0.7
Standard Margin (%)	27.0%	23.5%	18.8%	15.5%	12.6%	12.1%

The Mayfield based Model 597 family dominates Remington’s presence in the category, consisting of 51k of the total volume of the 53M autoloading rimfire rifles sold. The remaining 2M units are comprised of the Ilion based Model 552 Speedmaster.

Model 597 sales appear to have stabilized over the course of the past two years. Therefore volumes and share growth are stagnant. This is problematic for Remington. Introduced in 1997, the Model 597 has reached