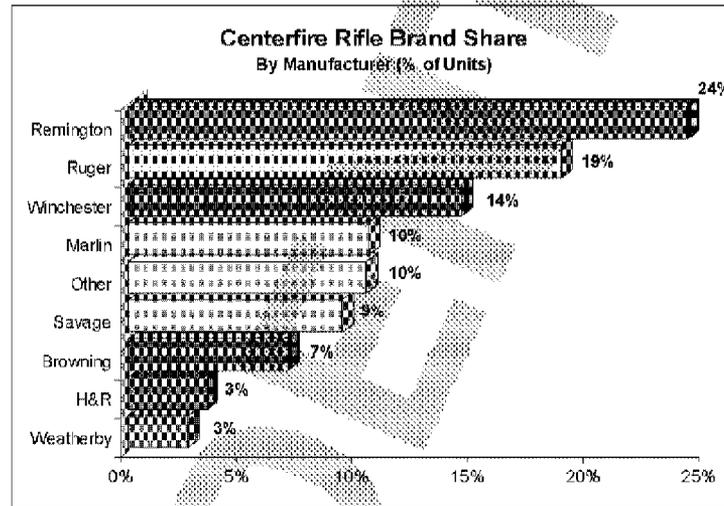


Compiled market data suggests the following brand share position by manufacturer as a percent of units sold.



Remington maintains a dominant position with respect to brand share in the centerfire rifle category, primarily through sales of the popular Model 700 line of bolt-action centerfire rifles. Additional share growth was spurred in 2001 with the introduction of the Model 710 Sportsman, an entry level priced scoped combo bolt-action rifle priced in the sub \$400 mark at retail. 2001 sales of the Model 710 were purely incremental with no slippage in sales for the Model 700. Bolt-action rifles constitute nearly 90% of all Remington centerfire units sold.

Sturm, Ruger & Company occupies the number two spot with a 19% share of the centerfire rifle category. Unlike Remington, Ruger's portfolio is much more diversified with respect to "action types." Although strong in the bolt-action category with the M77 family, Ruger maintains a dominant position with respect to semi-automatic centerfire rifles with the Mini 14 series of "ranch rifles." Ruger also holds a fair share of the single shot centerfire category with the No. 1 series.