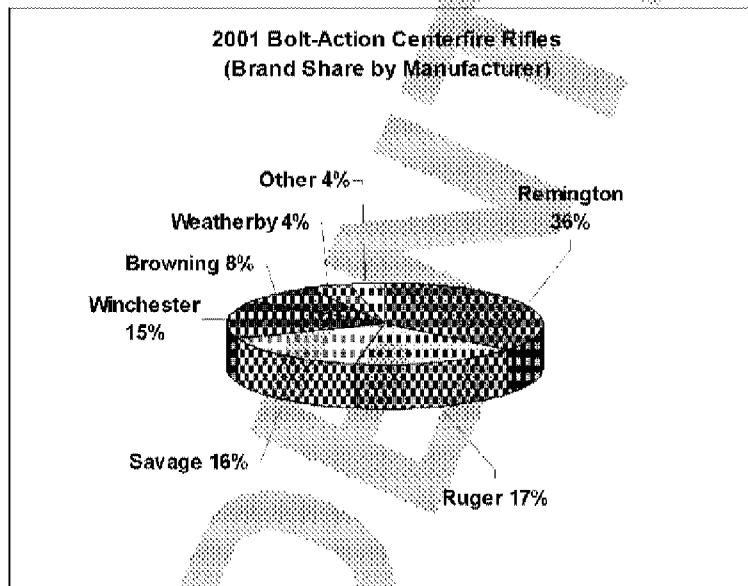


2001 Bolt-Action Centerfire Rifle Brand Share (% of Units)



Remington currently occupies a dominant brand position in the bolt-action centerfire rifle market. 2001 was of great significance as Remington picked up an estimated 6%-8% brand share with the introduction of the Model 710 rifle. The Model 710 provided Remington with incremental sales volume, with demand levels exceeding Remington's ability to fully supply the market. Short term objectives are to continue to grow Remington's brand share through increasing capacity to fulfill more of the market's demand for Model 710's. An ongoing and longer term objective is to maintain the integrity of Remington's reputation for quality bolt-action centerfire rifles through continuous improvement initiatives that provide Remington with distinct competitive advantages with respect to perceived value and cost.

Remington Segment Performance – Bolt-Action Centerfire Rifles

Remington competes in the segment with three distinct product families, the Model 710 Sportsman, the Model 700 series and the Model Seven compact