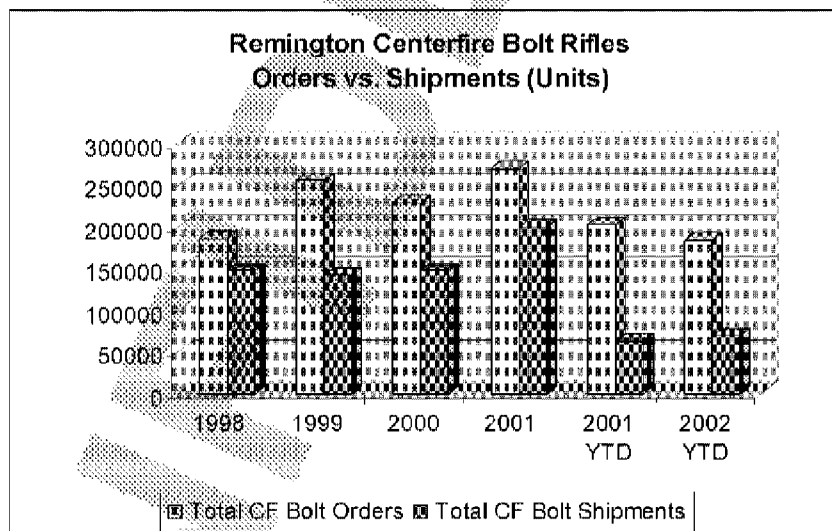


tion plant based product. While undoubtedly more of a niche market product, the Model Seven has shown a drastic spike in popularity due to the introduction of the Remington Short-Action Ultra Mag series of centerfire cartridges, first introduced in the Model Seven line.

New for 2001, the Mayfield based Model 710 Sportsman series of scoped bolt-action rifles was perhaps one of the most successful new product launches in Remington's history. Targeted toward the entry level market and distributed primarily through Mass Merchants and Sporting Goods Chain stores, order positions in 2001 and projected order positions for 2002 easily exceed plant capacity. The introduction of the Model 710 resulted in a historical all-time high shipment position for bolt-action centerfire rifles approaching the 200M unit mark. Most importantly as noted earlier, the Model 710 resulted in an estimated 6%-8% pick up in market share for the Remington Arms Company.

Bolt-Action Centerfire Rifle Order Position/Shipment Trends



Over the course of the past three years, Remington has enjoyed order positions for bolt-action centerfire rifles far in excess of plant capacities. Reasons for these positions were a strong market in general, coupled with the introduction of the Remington Ultra Mag family of cartridges in '99 and '00 and the introduction of the new Model 710 in 2001. **While order**