

*The future of the O/U market looks promising due to the increasing popularity of inanimate shooting and increased global restrictions on pump and autoloading shotguns. Our strategy for this segment will be to develop a U.S. manufactured replacement for the Peerless which is lower cost, higher quality and profitable.*

**Over And Under  
Market Share Goals**

<u>1997</u>	<u>1998</u>	<u>1999</u>	<u>2000</u>
3%	4%	12%	17%

**Single Barrel Break Actions:**

This is a polarized market with products either being very low priced or very high priced. The low priced products are typically used for hunting while the high priced products are used almost exclusively for trap shooting.

The domestic Single Shot, Break Action market is estimated to be 238,000 units annually with a retail sales value of \$19MM.

<u>Brand</u>	<u>Units (M)</u>
H&R	210
Browning	7
Baikal	12
Other	9
<b>TOTAL</b>	<b>238</b>