



H & R dominates this category in terms of unit sales with its economy priced hunting products. With very low sales of the 90-T Trap Guns, Remington's participation in this market is almost non-existent. When the 90-T inventory is depleted the product will be discontinued.

An opportunity, however, does exist for Remington to participate in the economy priced hunting segment of this market. Our strategy will be to develop a family of single shot shotguns that are low cost, high margin products positioned under the Remington brand.

Single Barrel Break Action Market Share Goals

<u>1997</u>	<u>1998</u>	<u> 1999</u>	<u>2000</u>
0%	0%	30%	35%

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Sources: Combined analysis of Gunmark Benelux -1997, P.P.I. Research - 1995, BATF Production - 1995.