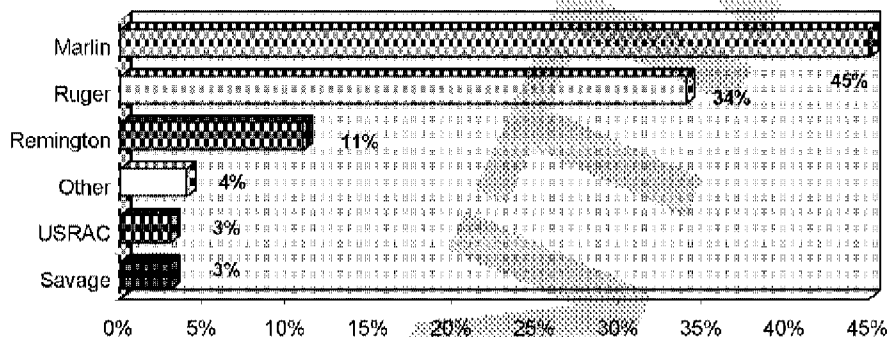


Rimfire Rifle Brand Share By Brand (% of Units)



Remington does not have a fair share of the rimfire rifle market. This situation developed from an aging product offering and the failure of the 522 Viper to establish a solid position in the autoloading segment. New products such as the 597 family of autoloaders will enable Remington to increase share approximately 6% in 1997 and 9% in 1998.

AUTOLOADING RIMFIRE RIFLES

■ Market Share Overview

The domestic autoloading rimfire rifle market is estimated to be approximately 500M units.

| <u>Brand</u> | <u>Units (M)</u> |
|--------------|------------------|
| Remington | 61 |
| Ruger | 200 |
| Marlin | 230 |
| USRAC | - |
| Savage | 10 |
| Other | <u>20</u> |
| Total | 521 |