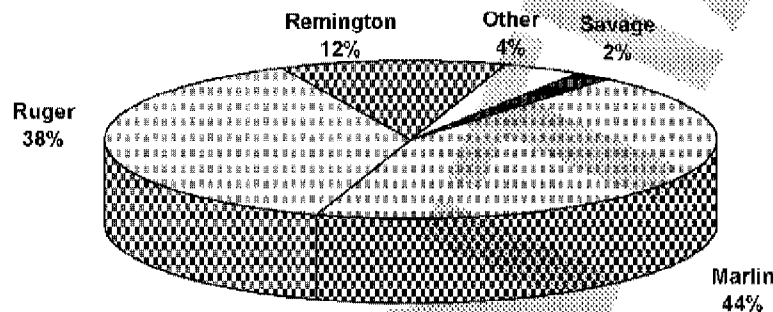


**Autoloading Rimfire Rifle Brand Share
By Brand (% of Units)**



Remington's future position in this market will be determined by the degree of success of the new 597 series of autoloading rimfires. Significant share growth with superior margins will be pursued through low cost manufacturing, timely delivery, high quality standards and product differentiation.

Market Share Goals

<u>1997</u>	<u>1998</u>	<u>1999</u>	<u>2000</u>
15%	24%	30%	30%

■ Remington Segment Performance

Remington's autoloading rimfire rifle category includes the 522 Viper, 552 Speedmaster and our new family of 597 rifles. Three SKU's are offered in the 597 series, two standard 22 LR's and one 22 Win Mag.

Remington's 522 Viper business was down approximately 60% in 1996 from the previous year. This decline was primarily caused by poor quality of goods shipped in 1994 and early 1995 (which seemed to be most acute at Wal-mart), along with the fact that the trade knew we were building a new rimfire rifle and a factory to manufacture it. As a result, they reacted to this news by not placing stocking orders