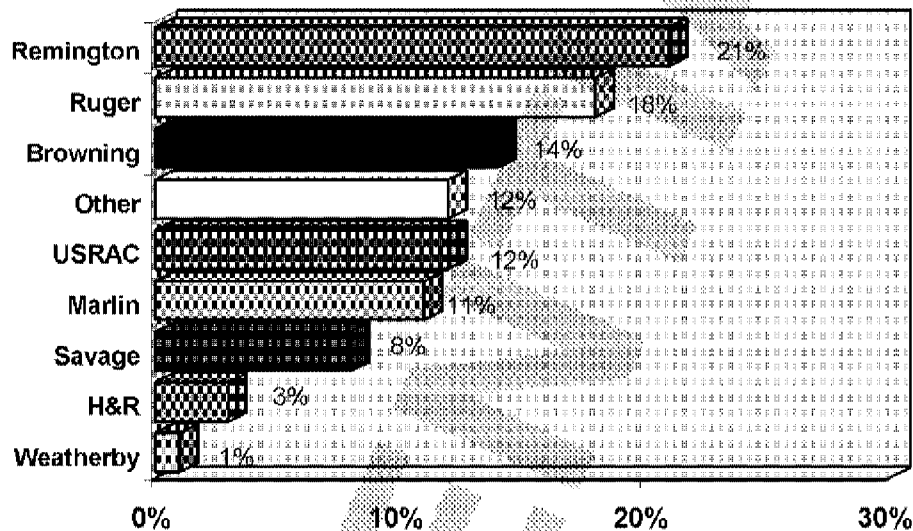
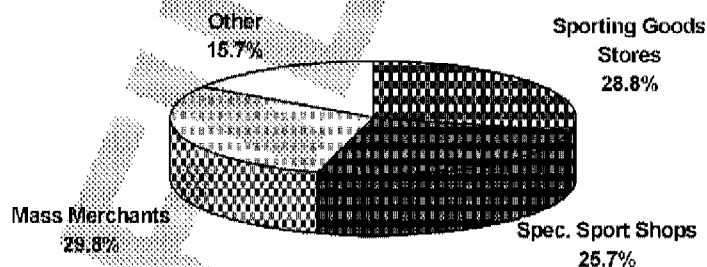


Centerfire Rifle Brand Share (% of units)<sup>18</sup>

Rifle distributions by trade channel as reported by the NSGA in units and dollars are:<sup>19</sup>

1996 Rifle Distribution Channels (% of Units)



Key trends in unit sales distribution from '95 to '96 are:

- A 6.5% increase in sales by Sporting Goods Stores
- A 6.7% increase in sales by Specialty Sport Shops or Pro Shops.
- No significant change in Mass Merchant sales.

<sup>18</sup> Combined analyses of Gunmark Benelux - 1997, P.P.I. Research - 1995, BATF Production 1995 and NSGA Retail Sales Study - 1996

<sup>19</sup> NSGA Retail Sales Study - 1996.