

Market Share Goals

<u>1997</u>	<u>1998</u>	<u>1999</u>	<u>2000</u>
10%	15%	18%	18%

■ Remington Segment Performance

Remington entered the black power muzzleloading rifle market in 1996. *Our new product, the 700ML, revolutionized the "in-line" muzzleloading rifle category. In the first year, we gained an estimated 10% market share.* In 1997 our market share should nearly double; however, sales volume in 1998 and beyond is expected to decline due to increased competition and market saturation.

Remington was able to actually expand the existing market because the 700ML made the sport of black powder shooting more popular and easier to understand.

Our worldwide performance for this category follows:

	<u>1996</u> <u>Actual</u>	<u>1997</u> <u>Rev. 1F</u>	<u>1997</u> <u>P.O.</u>
Unit Sales	645,817	663,762	650,000
Sales Dollars (\$MM)	178.2	188.7	181.9
Standard Margin (\$MM)	75.4	68.7	66.8
Standard Margin % Sales	42.3	36.4	36.8

The principal issues facing this product segment are:

- Increased competition
- Patent infringement
- Market saturation