

design in-line that is configured similar to their Model 77 bolt action centerfire rifle. It features a 22" carbon steel barrel with 1-28" twist, hard wood stock and Model 77 styling. This is the same strategy Remington employed with the Model 700 ML. Remington believes the Model 77/50 infringes on the Model 700 ML patents and legal action is being considered. The Model 77/50 is anticipated to be priced at wholesale approximately 10% less than the Model 700 ML.

Remington competes in this market with the Model 700 ML family of rifles with a total of seven SKU's. The Model 700 ML is a bolt action in-line design that is based on the Model 700 centerfire rifle. The strategy of designing this rifle to look and feel like the familiar Model 700 centerfire rifle has proven to be successful as many new muzzleloading shooters were drawn into this market segment. As noted earlier, patents have been awarded and others are pending based on this design. With the recent introduction of competitive bolt action designs, protecting the Model 700 ML patents will be instrumental in maintaining share.

The Model 700 ML and Model 700 MLS are available with 24" barrels in .50 and .54 caliber (1-28" twist), carbon or stainless actions and synthetic stocks with optional camouflage. The Model 700 ML Custom and Model 700 MLS Custom are offered through the Custom Shop with a thumbhole laminated stock. *The Model 700 ML family lists at wholesale from \$279 to \$377 for the standard catalog products and \$599 and \$672 for the two Custom Shop rifles.*

■ Product Strategy - 1998