

Special Product Opportunities

■ Market Situation

Many areas of potential opportunity exist in specialty markets. These markets are usually very narrow relative to product type and end use. Examples of some niche markets which have evolved to represent significant business segments are:

- Cowboy Action Shooting
- Collectibles
- Handgun Hunting
- Specialty Law Enforcement/Military
- Home Security

Remington has chosen to review projects that offer prospects of premium margins which fit within our core competencies. For example, revolving pistols and single-shot rifles produced by Remington over 100 years ago represent potential products for addressing the Cowboy Action Shooting and the Collectibles markets. Re-introduction of the bolt action pistol in several configurations will certainly gain incremental business for Remington in the hunting and target shooting markets. Finally, production of specialty sniper rifles and home defense products will permit us to grow in lucrative markets that are global in scope.

Remington's business strategy in these segments will be to maximize margins by surgical selection of opportunities that fit with our manufacturing and marketing capabilities.

Principal business issues facing special projects are:

- Limited technical and manufacturing resources
- complete market understanding