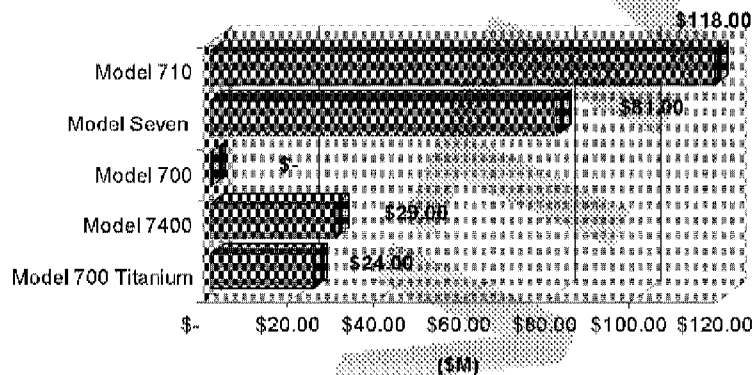


2002 Remington Centerfire Ad Expenditures by Product Group

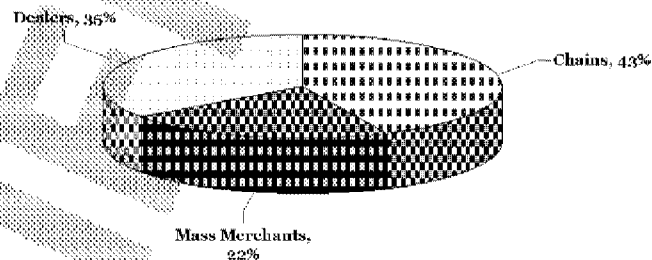
Remington Ad Expenditures By Centerfire Product



Distribution Analysis – Centerfire Rifles

The table below portrays the estimated distribution through normal retail channels in the U.S. domestic market of Remington centerfire rifles.

Remington Centerfire Rifle Distribution
Retail Sales % of Total Units



From a wholesale distribution perspective, Remington's position is as follows: