

Model 700 Sportsman	**************************************	*** 2000 ****	2001	2002	**** 2003 ****	2003
	• <u>Actual</u> • • • •	* * <u>Actnal</u> * * *	** <u>Pretuat</u> ***	** <u>Actual</u> **	***FCST****	Budget ***
Unit Sales (M)	0	0	40	49.6	56.9	57
Sales Dollars (\$MM)	0	0	\$10.4	\$13.2	\$14.9	\$14.6
Standard Margin (\$MM)	0	0	\$4.9	\$6.2	\$72	\$6.9
Standard Margin (%)	0	0	46.7%	. 46.9%	48.2%	47.2%

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Model 700 Regular	. 1999	s 2009	*** 2001 stat to 1 200	2*********2003****	· · · · · · 2003 · · · · ·
	Actual ***	Actual	. Xetai . Xea	at the second	Bidset
			101.588 122		
Unit Sales (M)	113.8	103.1	101.2000 144	1 2540	115.3
Sales Dollars (\$M)	\$37.3	\$37.5	\$3,7,8,0,0, \$45	.3 \$37.4	\$44.4
Standard Margin (\$MM)	\$16.9	\$17.4	\$17.7 \$24		\$20.2
Standard Margin (%)	45.5%	46.5%	47.2% 46.8	激励。45.9%	45.4%
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*Includes Model Seven Regular

Model 709 Stamless .2002..... 2000. .2013 2001 2003 Actual Actual Action Actoal <u>FCST</u> Budger Unit Sales (M) 29.1338 473 30.526.534.2 Sales Dollars (\$M) \$13.9 \$13.1 \$16.7 \$23.1315.4 \$18.0Standard Margin (\$MM) \$6.9 \$8.9 \$12.1 \$8.0 \$6.7 \$9.1 52,7% Standard Margin (%) 53 5% \$\$2,3% 51,9% 48,2% 50,3%

**Includes Model Seven Stainles

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Model Seven Regular	1999	20101	2001	2002		
	Actual	** Actual	* Actual	* <u>**</u> *****	FCST	Budget***
Unit Sales (M)	*	5.8	5.8	11.0	16.6	12.0
Sales Dollars (\$M)	* 🔅	\$2.0	S2:0	\$4.2	\$6.8	\$5.0
Standard Margin (\$MM)	997 k	\$0.9	\$0.9	\$1.9	\$2.8	\$2.2
Standard Margin (%)	*	45.5%	44.9%	44.1%	41.5%	43.2%
♦१★ Includes Model 673 Guide Eff.	a		stateletetetetetetetetetetetetetetetetete	······································		

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** Includes Model 673 Guide Rifle

NIddel Seven Stainless	• - 1997 • • • • • • • • • • • • • • • • • • •	2000 Actual	*** 2001	2062 <u>Actual</u>	****2003***** ***#©ST	**************************************
Unit Sales (M)	500 \$ \$	3.5 🛞	3.9	6.5	5.0	7.0
Sales Dollars (\$M)	**	\$1.5	\$1.7	\$2.9	\$2.3	\$3.2
Standard Margin (\$MM)	848 (1)	\$0.8	\$0.9	\$1.6	\$1.2	\$1.8
Standard Margin (%)	** **	54.5%	57.0%	56.1%	54.3%	55.4%

The Model 700 series clearly is the dominant player in the bolt-action centerfire rifle category for Remington. Accounting for approximately 70% of all sales in the category, the Model 700 family continues to make a strong showing in the marketplace. Like the Model 700, the Model Seven is an Ilion plant based product. While undoubtedly more of a niche market product, the Model Seven family has shown a drastic spike in popularity due to the introduction of the Remington Short-Action Ultra Mag series of centerfire cartridges, first introduced in the Model Seven line and the Model 673 which is a derivative of the Model Seven.

New for 2001, the Mayfield based Model 710 Sportsman series of scoped bolt-action rifles was perhaps one of the most successful new product launches in Remington's history. Targeted toward the entry level market and distributed primarily through Mass Merchants and Sporting Goods Chain stores, order positions in 2001 and projected order positions for 2002 easily exceed plant capacity. The introduction of the Model 710 resulted in a historical all-time high shipment position for bolt-action centerfire rifles approaching the 200M unit mark. Most importantly as noted earlier, the Model 710



Subject to Protective Order Williams v. Remington

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