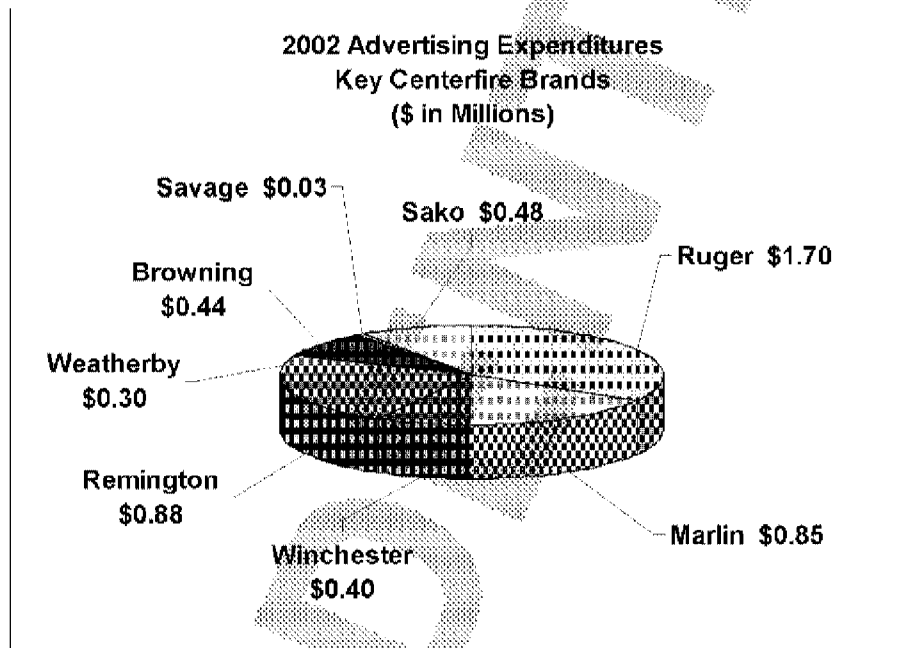


2002 Total Print Ad Expenditures – Centerfire Rifle



With the exception of Ruger, advertising dollars spent on supporting the centerfire rifle category are relatively evenly distributed between the top four players. **Ruger, in contrast, spent nearly twice as many ad dollars supporting their centerfire rifles than did Remington, Marlin, and Winchester combined.** This figure is significant and should not be overlooked. Ruger is working frantically to protect their piece of the centerfire rifle category.