

Model 700 SportSMail	1999 Actual	2000 Actual	2001 Actual	2002 Actual	2003 FCST	2003 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	\$7.7	\$6.9
Standard Margin (%)	0	0	46.7%	46.9%	48.3%	47.2%

Model 700 Regular	1999 Actual	2000 Actual	2001 Actual	2002 Actual	2003 FCST	2003 Budget
Unit Sales (M)	113.8	103.1	101.5	122.1	97.8	115.3
Sales Dollars (\$M)	\$37.3	\$37.5	\$37.3	\$45.3	\$37.4	\$44.4
Standard Margin (\$MM)	\$16.9	\$17.4	\$17.7	\$21.2	\$17.2	\$20.2
Standard Margin (%)	45.5%	46.5%	47.3%	46.8%	45.9%	45.4%

**Includes Model Seven Regular

Model 700 Stainless	1999 Actual	2000 Actual	2001 Actual	2002 Actual	2003 FCST	2003 Budget
Unit Sales (M)	29.1	33.8	47.3	30.5	26.5	34.2
Sales Dollars (\$M)	\$13.1	\$16.7	\$23.3	\$15.4	\$13.9	\$18.0
Standard Margin (\$MM)	\$6.9	\$8.9	\$12.1	\$8.0	\$6.7	\$9.1
Standard Margin (%)	52.7%	53.5%	52.3%	51.9%	48.2%	50.3%

**Includes Model Seven Stainless

Model Seven Regular	1999 Actual	2000 Actual	2001 Actual	2002 Actual	2003 FCST	2003 Budget
Unit Sales (M)	*	5.8	5.8	11.0	16.6	12.0
Sales Dollars (\$M)	*	\$2.0	\$2.0	\$4.2	\$6.8	\$5.0
Standard Margin (\$MM)	*	\$0.9	\$0.9	\$1.9	\$2.8	\$2.2
Standard Margin (%)	*	45.5%	44.9%	44.1%	41.5%	43.2%

*** Includes Model 673 Guide Rifle

Model Seven Stainless	1999 Actual	2000 Actual	2001 Actual	2002 Actual	2003 FCST	2003 Budget
Unit Sales (M)	**	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)	**	\$0.8	\$0.9	\$1.6	\$1.2	\$1.8
Standard Margin (%)	**	54.3%	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