## BARBER - REM DOCSB0008036

Rimfire Ads by Brand		
Remington	\$0.02	
Savage	\$0.01	
Ruger	\$0.30	
Marlin	\$0.50	
2001 Domestic Rifle Distril	oution	2001 Advertising for CF
Others	15%	Savage
Specialty Sports Shops	17%	Browning
Mass Merchants	21%	Weatherby
Sporting Goods	47%	Remington
		Winchester
2001 Remington Rimfire R		Marlin
Chains	34%	Ruger
Dealers	20%	B333888 € -
International	3%	Rem CF Dist
Mass Merchants	43%	Chains
2001 Auto Rim Brand shar		Mass Merchants
Other	e 3%	Dealers
Browning	აუი 1%	Rem CF Whise Dist
Savage	9%	Mass Merchants
Remington	11%	Chams
Marlin	34%	Dealer
Ruger	41%	Wholesaler
. rager		
2001 Manual Action RF Br	and Share	
Remington	0.5%	
Marlin	27.0%	
Savage	20,6%	
Henry	19.1%	
Other	16:2%	
Ruger	12.3%	
Winchester	4.4%	
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Subject to Protective Order Williams v. Remington

\$0.2 \$0.3 \$0.4 \$0.4 \$0.5 \$1.1

43% 22% 35%

15% 10% 6% 69%