

MSP offering being a single shot trainer style rifle based on a platform that is expandable to a tubular magazine fed \$159 MSP offering generating an additional 15M units in sales.

Item	MSP	NSP	Cost	Margin (After FET)	Annual Volume
Mohawk 22	\$129	\$118	\$75	30%	15M Units
Mohawk 22TM	\$159	\$145	\$87	33%	15M Units

Pricing Considerations - Pricing will be reviewed annually in order to determine the most effective pricing strategy from year to year. Market dynamics and conditions are constantly changing, making meaningful forecasting models for pricing marginally effective at best. Pricing strategies will likely continue to be driven by necessity and opportunistic events and conditions.