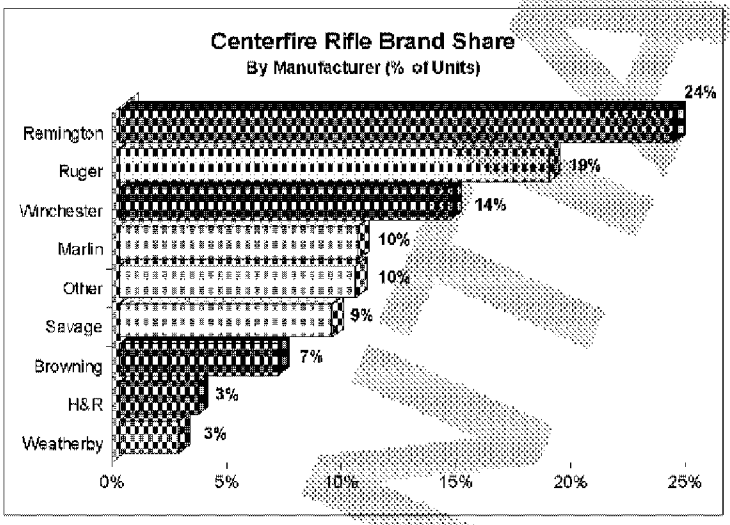

Remington maintains a dominant position with respect to brand share in the centerfire rifle category, primarily through sales of the popular Model 700 line of bolt-action centerfire rifles. Additional share growth was spurred in 2001 with the introduction of the Model 710 Sportsman, an entry level priced scoped combo bolt-action rifle priced in the sub $400 mark at retail. 2001 sales of the Model 710 were purely incremental with no slippage in sales for the Model 700. **Bolt-action rifles constitute nearly 90% of all Remington centerfire units sold.**

Sturm, Ruger & Company occupies the number two spot with a 19% share of the centerfire rifle category. Unlike Remington, Ruger's portfolio is much more diversified with respect to "action types." Although strong in the bolt-action category with the M77 family, Ruger maintains a dominant position with respect to semi-automatic centerfire rifles with the Mini 14 series of "ranch rifles." Ruger also holds a fair share of the single shot centerfire category with the No. 1 series.

The number three spot goes to U.S. Repeating Arms/Winchester. **Approximately 60% of the Winchester volume lies in the Model 70 bolt-action rifle. Of that 60%, it is estimated that half of the Model 70 production lies in 4 sku's of scoped combo, entry level product.** The balance of the Winchester centerfire category falls in the Model 94 lever-action repeating rifles, a modern day variant of the one hundred plus year old famous design.

Marlin, tied for the fourth largest participant in the centerfire rifle category competes solely with platforms based on the lever-action repeating design of the Model 1895 series and variants therein. Marlin also recently purchased their way into an additional 3% of the centerfire market with the acquisition of Harrington & Richardson (H&R), a popular manufacturer of break-action, single-shot rifles.

BARBER - REM DOCSB0008531