

Model 70 Black Shadow compete primarily with the Remington Model 700 ADL Synthetic. **Reliable sources indicate that the Wal Mart exclusive Model 70's account for 40%-50% of Winchester's total Model 70 volume.** In 2001, 22M of the Model 70 scoped packages were purchased at retail.<sup>13</sup>

### Remington

Remington competes in the entry level category on two fronts. The first product offering is the **Model 700 ADL** series of bolt action centerfire rifles. The **Model 700 ADL Deluxe** features a walnut stock with blind magazine, polished blue finish and iron sights. The more popular and price competitive **Model 700 ADL Synthetic** features a black synthetic stock with blind magazine, matte blue finish and iron sights. First developed in conjunction with Wal Mart, the Model 700 ADL Synthetic has proven a worthy competitor to the Winchester Model 70 Black Shadow as an entry level product.

The second and most recent product offering from Remington in the entry level category is the **Model 710 Sportsman** series of scoped combo package guns. Introduced in 2001, the Model 710 is economically priced and cost effective to manufacture, affording Remington the opportunity to more effectively penetrate the true entry level bolt-action centerfire category. The Model 710 carries the reputation of the Remington brand with the price tag of the traditionally lower priced Savage package gun. Perhaps one of the most successful new product launches in Remington history, the Mayfield Kentucky manufactured Model 710 has drawn order positions in its first two years of existence exceeding plant capacities. **Of further note, the Model 710 was presented the 2001 Field & Stream Magazine's "Best of the Best" awards.**

### Wholesale Pricing Comparison Entry Level Centerfire Rifles – Bolt Action

Manufacturer	Model	Net Wholesale Price
Savage	10/110	\$277 - \$312
Savage	110/111 Scoped	\$287 - \$393
Winchester	M70 Blk Shadow	\$335 - \$353
Winchester	M70 Scoped	\$325
Remington	700 ADL	\$382 - \$400
Remington	700 ADL SYN	\$331 - \$349
Remington	710 Scoped	\$290

<sup>13</sup> 2001 Wal Mart POS Data - CONFIDENTIAL