

|                                 |        |          |                |      |
|---------------------------------|--------|----------|----------------|------|
|                                 |        |          | Advertising Ex |      |
| Other                           | 23.0%  | 54000.0  | Other          | 2%   |
| TOTAL                           | 100.0% | 232000.0 | Remington      | 8%   |
| <b>Brand Share of Extra Bbl</b> |        |          | Winchester     | 10%  |
| Remington                       | 53%    |          | Benelli        | 11%  |
| Mossberg                        | 37%    |          | Mossberg       | 12%  |
| Hastings                        | 10%    |          | Beretta        | 14%  |
| TOTAL                           | 100%   |          | Browning       | 21%  |
|                                 |        |          | Ruger          | 23%  |
|                                 |        |          |                | 100% |