

Remington currently occupies a dominant brand position in the bolt-action centerfire rifle market. 2001 was of great significance as Remington picked up an estimated 6%-8% brand share with the introduction of the Model 710 rifle. The Model 710 provided Remington with incremental sales volume, with demand levels exceeding Remington's ability to fully supply the market. Short term objectives are to continue to grow Remington's brand share through increasing capacity to fulfill more of the market's demand for Model 710's. An ongoing and longer term objective is to maintain the integrity of Remington's reputation for quality bolt-action centerfire rifles through continuous improvement initiatives that provide Remington with distinct competitive advantages with respect to perceived value and cost.

Remington Segment Performance – Bolt-Action Centerfire Rifles

Remington competes in the segment with three distinct product families, the Model 710 Sportsman, the Model 700 series and the Model Seven compact rifle. 2001 sales volume consisted of 194M units or \$84 MM in revenue. Overall volume and revenue changes from 2000 to 2001 were increases of 28% and 26% respectively.

Model 710 Sportsman	1998 Actual	1999 Actual	2000 Actual	2001 Actual	2002 FCST	2002 PO
Unit Sales (M)	0	0	0	40	45.5	41
Sales Dollars (\$MM)	0	0	0	\$10.4	\$11.7	\$10.5
Standard Margin (\$MM)	0	0	0	\$4.9	\$5.3	\$4.7
Standard Margin (%)	0	0	0	46.7%	45.4%	45.1%

Model 700 Regular	1998 Actual	1999 Actual	2000 Actual	2001 Actual	2002 FCST	2002 PO
Unit Sales (M)	121.5	113.8	103.1	101.5	129.0	129.0
Sales Dollars (\$M)	\$36.4	\$37.3	\$37.5	\$37.5	\$48.2	\$48.1
Standard Margin (\$MM)	\$17.7	\$16.9	\$17.4	\$17.7	\$22.1	\$22.1
Standard Margin (%)	45.7%	45.5%	46.5%	47.2%	45.8%	45.9%

*Includes Model Seven Regular

Model 710 Stainless	1998 Actual	1999 Actual	2000 Actual	2001 Actual	2002 FCST	2002 PO
Unit Sales (M)	25.9	29.1	33.8	47.3	39.0	41.4
Sales Dollars (\$M)	\$11.6	\$13.1	\$16.7	\$23.1	\$21.2	\$22.9
Standard Margin (\$MM)	\$6.3	\$6.9	\$8.9	\$12.1	\$10.7	\$11.5
Standard Margin (%)	54.4%	52.7%	53.5%	52.3%	50.3%	50.3%

*Includes Model Seven Stainless

Model Seven Regular	1998 Actual	1999 Actual	2000 Actual	2001 Actual	2002 FCST	2002 PO
Unit Sales (M)	*	*	5.8	5.8	12.0	6.9
Sales Dollars (\$M)	*	*	\$2.0	\$2.0	\$4.5	\$2.6
Standard Margin (\$MM)	*	*	\$0.9	\$0.9	\$2.0	\$1.1
Standard Margin (%)	*	*	45.5%	44.9%	43.0%	42.6%

Model Seven Stainless	1998 Actual	1999 Actual	2000 Actual	2001 Actual	2002 FCST	2002 PO
Unit Sales (M)	**	**	3.5	3.9	8.5	5.1
Sales Dollars (\$M)	**	**	\$1.5	\$1.7	\$3.7	\$2.2
Standard Margin (\$MM)	**	**	\$0.8	\$0.9	\$2.1	\$1.2
Standard Margin (%)	**	**	54.5%	57.0%	55.2%	54.8%