

Item	MSP	NSP (Wal-Mart)	Cost	Margin (After PEP)	Annual Volume
Low Cost B.A. Rimfire	\$100	\$93	\$65	20%	15M – 20M 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.