

MARKETING SUPPORT

- Print Collateral
 - Catalog
 - 4-Page brochure
- POINT OF PURCHASE
 - Gun Hang Tag
 - Remington Stock Sticker
- Print
 - Starts November, 2000
 - 17 Magazines
 - 8 Million circulation
 - 15 Million Ad Impressions
- Television
 - 30-Second spot
 - Starts November, 2000
 - Remington Country
 - Hunt the Country
- Full Public Relations Campaign