

Mendoza				
Pricing Strategy				
• 22LR				
— 2006 Proposed Volume				
• 10,000 Units				
— 10,000 22LR Caliber				
— Net Acquisition Cost				
• \$60.00 22LR Caliber				
— Net Distributor Sell Price				
• \$85.00 22LR Calibers				
— Suggested Retail Price				
• \$135.00 22LR Calibers				
Configuration	Volume	Margin \$	Margin %	Gross Margin
22LR	10,000	25.00	29.4	\$250,000