

Remington Genesis	
Pricing Strategy	
Black Synthetic Volume - 10,000 Units	
Net Acquisition Cost - \$125.00	
Net Distributor Sell Price - \$175.00	
Suggested Retail - \$249.00	
Camo Synthetic Volume - 5,000 Units	
Net Acquisition Cost - \$169.00	
Net Distributor Sell Price - \$229.00	
Suggested Retail - \$329.00	
Camo Thumbhole Volume - 1,500 Units	
Net Acquisition Cost - \$192.00	
Net Distributor Sell Price - \$259.00	
Suggested Retail - \$359.00	
Laminate Thumbhole Volume - 1,500 Units	
Net Acquisition Cost - \$289.00	
Net Distributor Sell Price - \$389.00	
Suggested Retail - \$549.00	
Black Synthetic Overmold Volume - 2,000 Units	
Net Acquisition Cost - \$182.00	
Net Distributor Sell Price - \$219.00	
Suggested Retail - \$319.00	