

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	