

FAX

Remington.

*Remington Arms Co, Inc.
870 Remington Drive
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TO: *DANNY DIAZ*

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(INCLUDING THIS COVER SHEET)

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*Marketing Plan for M710 Sportsman Bolt Action Rifle.
Questions should be directed to myself or John Balio.*

CC RON BRISTOL

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REMINGTON

05/27/99 THU 07:58 FAX 336 548 8742

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Williams v. Remington

Marketing Plan for Sportsman 710

Introduction Alternatives:

- Catalog 2000 – Decision point 9/1/99. DAT and T&P must be complete. Projected warehouse position 12/1/99.
- Shot Show 2000 – Decision point 12/1/99. DAT and T&P must be complete. Projected warehouse position 3/31/00.
- Mid-Year Introduction – Decision point 3/1/00. DAT T&P must be complete. Projected warehouse position 6/1/2000.
 - General trade offering
 - Walmart exclusive
- Catalog 2001 – Decision point 6/1/2000. DAT and T&P must be complete. Projected warehouse position 11/1/2000.

Marketing Communication Requirements:

- **Catalog 2000**
 - 9/1/99 - Photo samples due
 - 9/1/99 - Trade Ad creative starts; complete by 10/1/99
 - 7/1/99 - Catalog pagination begins
 - Dual path requirement??
 - 10/1/99 – Writers samples due
 - 11/1/99 – Sales meeting samples due
 - 11/15/99 – Rep samples ready to ship
 - 12/1/99 – Shot Show samples due
 - 8/1/00 - Consumer ads break

- **Shot Show 2000**

- 11/1/99 – Layout of display begins
 - 12/1/99 – Shot Show samples due
 - 12/1/99 – Layout and copy of new product sell sheets due and press release.
 - 1/15/00 – Rep samples ready to ship
 - 8/1/00 – Consumer ads break

- **Mid-Year Introduction**

- General trade**

- 4/15/00 – Mini Writers/Sales Seminar
 - 5/1/00 – Announcement/Press Release/Sell sheet
 - 5/1/00 – Rep samples ready to ship
 - 6/1/00 – Trade ads kick off
 - 8/1/00 – Consumer ads hit

- Walmart Exclusive**

- 3/15/00 – Sell in effort complete
 - 5/1/00 – Sell sheet complete and distributed

- **Catalog 2001**

- 7/1/00 – Catalog samples due
 - 10/1/00 – Trade ads complete
 - 10/1/00 – Writers samples due
 - 11/1/00 – Sales meeting samples due
 - 11/15/00 – Rep samples ready to ship
 - 12/1/00 – Shot Show samples due
 - 8/1/00 – Consumer ads break