

Product Modification
Program

6/5/2006

Program Modification Notice

- Model 700, Model 600, Model 604, Model 733, Model 722, Model 725, XP-100
- Notice in Industry Publications
- Active Website
- Toll Free # or mailing address to get to Service Personnel
- Work through our network of repair stations and our in-house repair facility

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Where & When

- Vertical Publications
 - NRA's, Field and Stream, Outdoor Life, Shooting Times, Sports Afield, Shooting Times, Petersons Hunting, etc.
 - 3 months - 2002
 - April, May, June
 - 21,000,000 impressions per month,
 - 63,000,000 total
- Website
 - 20,000 people per day - 6,000,000 + per year
 - Enhanced notification & information through technology

6/5/2006

Offer

- Clean & Modify - \$20.00
Or
- Clean & Replace - \$20.00
Or
- For those who do not want their gun inspected/modified
 - Video and/or instruction sheet
 - On the unique operations of bolt-action rifles



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