

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

6/5/2006



## 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

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### 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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