

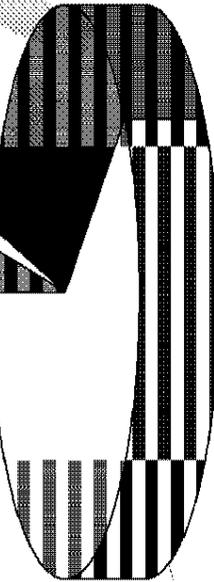
Rimfire Ads by Brand	
Remington	\$0.02
Savage	\$0.01
Ruger	\$0.30
Marlin	\$0.50

2001 Domestic Rifle Distribution	
Others	15%
Specialty Sports Shops	17%
Mass Merchants	21%
Sporting Goods	47%

CONFIDENTIAL

**2001 Advertising Expenditures  
Key Rimfire Brands  
(\$ in Millions)**

Remington, \$0.02  
Savage, \$0.01



Marlin, \$0.50

Ruger, \$0.30

**2002 Domestic Rifle Distribution  
Retail Sales % of Total Units**

