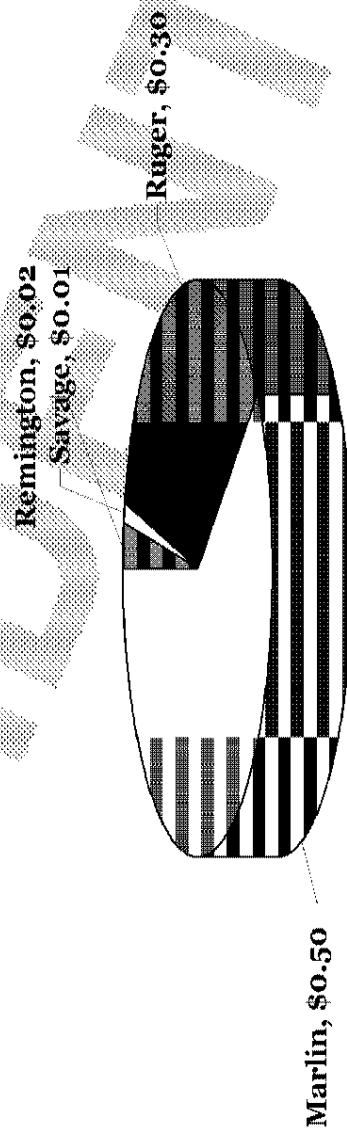


Rimfire Ads by Brand
Remington \$0.02
Savage \$0.01
Ruger \$0.30
Marlin \$0.50

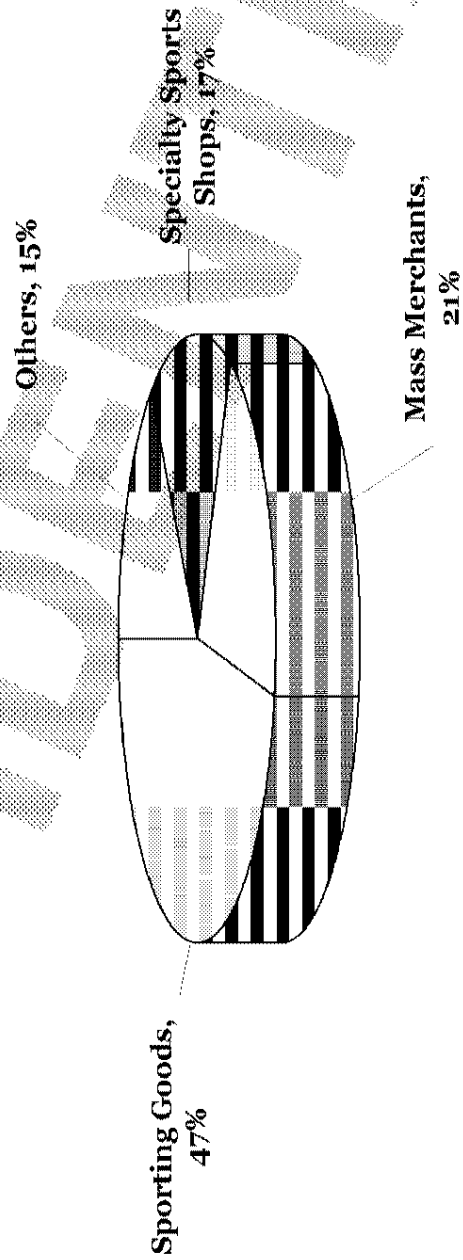
2001 Domestic Rifle Distribution
Others 15%
Specialty Sports Shops 17%
Mass Merchants 21%
Sporting Goods 47%

2001 Remington Rimfire Retail Dist
Chains 34%
Dealers 20%
International 3%
Mass Merchants 43%

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



**2001 Domestic Rifle Distribution
Retail Sales % of Total Units**



2001 Remington Rimfire Rifle Distribution Retail Sales % of Total Units

