# CO-OP ADVERTISING CLAIM FORM

**Claim #**

**GENERAL INFORMATION:**

| Dealer Name: ___________________________ | Dealer# ___________________________ |
| Address: ______________________________ |  |
| City: _______________________________ | State: ______ | Zip: ___________________________ |

**INDIRECT DEALERS***

Distributor Invoices Total: $____________

*Indirect Dealers must provide distributor invoices as proof of eligible purchases.

Authorized Signature ___________________________ Phone# ___________________________ Claim Date __________

**ADVERTISING INFORMATION:**

<table>
<thead>
<tr>
<th>AD #</th>
<th>Date Of Ad</th>
<th>Name of Media Or Promotional Activity</th>
<th>Pre-Approval Form #</th>
<th>Total Cost Of Activity</th>
<th>Amount Claimed</th>
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Total Claimed ___________________________

**HOW TO GET PAID:** (Complete Program Guidelines are provided on the reverse of this claim form.)

**FOR NEWSPAPERS:**
- Original full page tearsheet for each ad claimed.
- Original or notarized copy of media invoice showing size, rate & cost of each ad.

**FOR NEWSPAPER INSERTS:**
- Original completed copy of insert.
- Original or notarized copy of printer’s invoice.
- Original newspaper invoice(s) showing insertion charges.

**FOR CATALOGS AND DIRECT MAIL:**
- Original completed copy of piece.
- Original or notarized copy of printer’s invoice.
- Post Office mailing receipt/proof of distribution.

**FOR TELEVISION AND RADIO:**
- Original station invoice detailing spots run and cost information.
- Copy of script with ANA/RAB (radio), ANA/TVB (TV), or ANA/CAB (cable) certification.

**FOR OUTDOOR ADVERTISING:**
- Photo of actual billboard(s).
- Original sign agency invoice identifying cost of outdoor sign(s).
- Institute of Outdoor Advertising (IOA) approved affidavit of performance.

**ALTERNATIVE MEDIA:**
- Prior-Approval is required before advertising in any Alternative Media.
- Proof of advertising, as appropriate, is required.

All claims must be accompanied by a completed Remington/Marlin/H&R Claim Form. Submit separate claim for each brand ad.

Agency Commissions and Production Charges are not eligible for Co-Op reimbursement.

**STEPS FOR MAILING:**

1. Send the white copy of this form with all support documentation postmarked within 60 days of ad date to:
   Remington/Marlin/H&R Co-Op Advertising Program
c/o Co-Optimum, Inc.
16000 Ventura Blvd., Suite 1200
Encino, CA 91436

2. Retain yellow copy of form for your records.

3. Please refer any questions regarding this claim, or for other Co-Op inquiries or policy questions, call: (800) 413-4443; fax (818) 461-6111.

WHITE – SUBMIT WITH CLAIM       YELLOW – CUSTOMER COPY
The 2008 Remington Co-Op Advertising Program is designed to help dealers increase store traffic and sales. The program allows you to feature your most-wanted products in local advertising, including firearms, ammunition and accessories. Co-Op advertising works! There is no question that those who promote Remington products effectively enjoy significantly higher sales and profitability than those who do not advertise.

The Remington Co-Op Program contains all the advertising and merchandising elements you need to build your reputation as one who features nationally advertised, nationally merchandised and nationally respected products. Your local newspaper, radio and TV station can help you plan and schedule advertising to take advantage of peak consumer buying times.

PROGRAM GUIDELINES
Remington's Co-Op Program offers marketing assistance for dealers only. If you have questions regarding your eligibility, please contact your Remington Sales Representative.

Timing: The 2008 Co-Op Program is based on all Remington purchases of firearms (including Remington International Sporting Products), ammunition (including components), and accessory product lines from January 1, 2008 through December 31, 2008. Advertising must appear during the 2008 calendar year. Claims for reimbursement must be submitted within 60 days after the advertisement aired or appeared and sent to Co-Optimum no later than February 28, 2009.

Remington Licensee Products are not eligible for accruing Co-Op.

Accrual: The accrual rate is 2% for firearms (including Remington International Sporting Products), ammunition (including components) and accessory product lines. Calculations are based on net Remington purchases (less Federal Excise Tax). Adjustments will be made for returned merchandise.

Indirect Dealers (Those who purchase from Remington distributors): Claims submitted by indirect dealers must include copies of current-year invoices from distributors. Where indirect dealers certify purchases in excess of amount needed to pay claims, Co-Optimum Marketing Service will maintain records of remaining fund balances.

Reimbursement for qualified advertising and merchandising: Reimbursement will be at 50% on all firearms (including Remington International Sporting Products) and extra barrels. Reimbursement will be at 100% on all ammunition, components and accessories. However, ads or commercials which feature both ammunition and firearms or accessories and ammunition will qualify for 100% reimbursement, and ads featuring firearms and accessories will be reimbursed at 100% for firearms and 50% for accessories. If all three product categories are shown then the reimbursement will be 100% for firearms, 100% for ammunition and 50% for accessories if the following guidelines are followed:

1) For television or radio spots, the ammunition or accessory portion of the ad must constitute a minimum of 30% of the advertising. For print advertising, the ammunition or accessory portion must consist of a minimum of 30% of available advertising space and must include line art or photography of an ammunition or accessory product. Reimbursement will be based on the time and space devoted to Remington Arms products only.

• Only the actual space given to Remington products and a pro-rata share of the heading and signature will be considered in space calculations.
• Remington will not directly reimburse a publication, broadcast station, advertising agency or any other supplier for costs incurred by a dealer.
• If available accruals do not cover the total claim amount eligible, reimbursements will be made up to the amount available in the accrual fund. The remaining portion of that claim will not be eligible for reimbursement. However, you can resubmit the claim when additional funds are accrued.
• Retailers are free to advertise Remington firearms at any price they choose. Only qualified ads that contain advertised prices at or above our Minimum Advertised Price (MAP) will qualify for Co-Op reimbursement. For complete MAP Pricing, please register on the Remington Partner Section at www.remington.com/Partner

GENERAL ADVERTISING GUIDELINES

Eligible Media
Newspapers: Your advertising can appear in any general interest newspaper that specifically serves your trading area. The use of preprinted inserts carried by these newspapers is also authorized.

Catalogs and Direct Mail: Production and distribution costs must be fully documented to qualify.

Television and Radio: Only TV and spot commercials on FCC licensed radio and television stations or local cable systems are authorized. IMPORTANT: To file a claim you must include original or notarized scripts of each commercial bearing ANA/RAB ANA/TVB format available from the station.

Outdoor Advertising: The use of professionally prepared billboards of standard size and transit advertising (bus and train) is authorized.

Please contact Co-Optimum for advertising pre-approvals at:
Phone: (800) 413-4443
Fax: (818) 461-0111
Email: rem@co-optimum.com - Allow 24 hours for a response.

For availability of Remington TV commercials, please contact:
Remington Arms Company, Inc.
Attn: Co-Op Manager
870 Remington Drive, PO Box 700
Madison, NC 27025
Phone: (336) 548-8565
Fax: (336) 548-7741

Ineligible Media
- Internet/Web Pages
- Yellow page and classified advertising
- Dealer institutional advertising
- Reader boards (ex: Bus Benches)

Ineligible Expenses
- Media commissions
- Ad agency or vendor production cost
- Local taxes
- Dealer participation in consumer or other related shows
- Sponsorships of local organizations, schools, businesses, or other events is not eligible for Co-Op reimbursement without prior approval from Remington

WHAT YOUR ADS MUST CONTAIN
Advertising may feature any current Remington product. We’ve provided you with a wide range of product information, line art and additional elements to help you prepare your own advertising. You are welcome to design your own ad, but Remington prefers you use the materials provided in this kit.

All ads must contain product or package illustrations. The Remington logo and trademarks are required on all Remington ads. Please visit www.remington.com/arkwork for updated downloadable images or the enclosed Electronic Reference Guide CD.

All TV and radio spots must be exclusive to Remington products and mention the Remington trade name as often as the dealer name; a minimum of three times in a 30 or 60 second commercial; competitive products may not be mentioned.

Note: All radio and TV scripts or ads prepared by Remington qualify for reimbursement and are available upon request by contacting Remington at 336-548-8565. Advertising and promotional materials must not be misleading or deceptive in any respect. They must comply with all local, state and federal laws, particularly those administered by the Federal Trade Commission FTC).

GETTING REIMBURSED FOR ADVERTISING
You must submit all qualified advertising claims within 60 days after your advertisement has appeared in print or on broadcast. Please submit all claims to:

Remington Co-Op Advertising Program
c/o Co-Optimum Marketing Support Service
16000 Ventura Blvd., Suite 1200
Encino, CA 91436
Phone: (800) 413-4443
Fax: (818) 461-6111

• Indirect Dealers must submit copies of current year invoices from distributors when filing a claim, in order to establish a Co-Op allowance accrual.
• Direct Dealers do not need to submit proof for direct Remington purchases when filing a claim.

Co-Optimum Marketing Support Services will maintain all records of Co-Op allowance accruals and reimbursements. If you do not receive payment or notification about your claim within 45 days, or if you have any questions, please call Co-Optimum Marketing Support Service at 1-800-413-4443.

DEDUCTIONS ARE ILLEGAL
Do not deduct advertising charges from merchandise invoices. Such deductions may constitute a violation of the Federal Trade Commission Guidelines and, in some cases, of the Clayton Act. Deductions may also disqualify you from future participation in Remington’s Co-Op Program.

CLAIM CONTENT
All claims for newspaper advertising must include the following:
1) An original, full-page tear sheet of each ad placement.
2) An original or notarized copy of invoice, listing the name of the newspaper, date of ad, size of ad, line or inch rate and cost of space billed to Remington Arms Company, Inc.

Claims for advertising in preprinted newspaper inserts must include these items:
1) A complete original copy of the preprint/tear sheets
2) A list of the newspapers in which it was inserted.
3) A printer’s invoice
4) A publisher’s invoice or certification detailing the number of copies inserted
5) The advertiser’s invoice indicating the pro-rated share of space and cost billed to Remington Arms Company, Inc. (In the absence of printer’s invoice, payments for insert printing will be reimbursed according to the guidelines maintained by Co-Optimum Marketing Service.)

All claims for radio and TV advertising must include a complete original station invoice. In addition, each claim must include notarized scripts of each commercial bearing ANA/RAB ANA/TVB format.

• Please retain copies of all paperwork pertaining to filing your Co-Op claims.

Unused Funds: Unused Remington Co-Op funds do not carry over to the following calendar year.

DO YOU HAVE A QUESTION?
If you have a question about your claim status, available funds, documentation requirements, general advertising or media information, contact Co-Optimum at: (800) 413-4443.

• A Remington Co-Op Kit may be requested through Co-Optimum.

• If you would like us to pre-approve your ads, feel free to contact Co-Optimum by fax or Email at: (818) 461-6111 or rem@co-optimum.com

Please allow 24 hours for a response.