

Remington.

PRESS RELEASE



OCTOBER 24, 1996

FOR IMMEDIATE RELEASE

Contact: Bill Wohl

910/548-8577 [Press Only]

800/537-2278 [Press Only]

FIRST TIME

REMINGTON® INTRODUCES NEW LINE OF .22 WIN. MAG. RIMFIRE AMMUNITION

In conjunction with its new Model 597™ autoloading rimfire rifle, Remington has announced a completely new line of .22 Win. Mag. rimfire ammunition. The new line includes a choice of three different bullet styles designed for a complete variety of rimfire shooting and small game hunting:

- A traditional 40-gr. jacketed hollow point with a muzzle velocity of 1910 fps, provides quick expansion on small game at shorter ranges and rapid energy transfer on metallic silhouette targets.
- An exclusive 40-gr. pointed soft point, also at a muzzle velocity of 1910 fps, produces excellent penetration of tougher small game at longer ranges out to 100 yards, and is ideal for all-around target shooting and plinking.
- A unique new 33-gr. Hornaday V-MAX™ bullet with a polymer tip design provides performance unduplicated by any other rimfire round. With a muzzle velocity of 2000 fps, it delivers superb, minute-of-angle accuracy, exceptionally flat trajectory and explosive expansion for effective small game hunting out to 150 yards.

MOA ACCURACY

BEST PERFORMANCE OF ANY RIMFIRE

This new Remington Premier® specification provides flatter trajectory and greater energy at 100 to 150 yards than any other super-high velocity .22 rimfire magnum. The rapid break-up characteristics of V-MAX™ bullets also eliminate any potential ricochet at all ranges. This is the most effective rimfire small game hunting round ever developed and the first to approach the performance of small bore centerfire rounds without the higher cost.

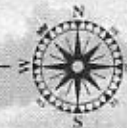
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Color and B&W photos available on request.

REMINGTON ARMS COMPANY, INC.

Press Relations Office, 870 Remington Drive,

P.O. Box 700, Madison, NC 27025-0700



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PHOTOS
CUT AWAY
BULLET

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NEW REMINGTON® PREMIER® VARMINT CENTERFIRE AMMUNITION FEATURES EXCEPTIONAL PERFORMANCE OF V-MAX™ BULLETS

In 1997, Remington has introduced a new line of centerfire ammunition known as "Premier® Varmint" which provides an unsurpassed combination of accuracy, retained high velocity, flat trajectory, and explosive break-up. The line will include four of the most popular .22-caliber cartridges – the .222 Remington, .223 Remington, .22-250 Remington, and the .220 Swift.

The superior performance of these new rounds results from the use of a new, 50-grain Hornaday V-MAX™ boat tail bullet. The sleek, secant ogive profile of V-MAX™ bullets, coupled with their boat tail base, creates an exceptionally high ballistic coefficient that retains higher downrange velocities and flatter trajectories than other .22-caliber varmint-style bullets.

Contributing to the bullet's slim, ballistically efficient profile is a lightweight, polymer tip. At the immediate base of the tip, the unique, internal core design of V-MAX™ bullets locates a hollow cavity that moves the center of gravity towards the rear of the bullet, improving both stability and accuracy potential.

In addition, the hollow cavity allows the tip to develop its own kinetic energy before smashing into the core. This results in explosive fragmentation on impact, even at lower, long range velocities. Such instant bullet break-up also eliminates potential ricochet and continued carry from these high velocity rounds.

The combined V-MAX™ bullet elements of slim, concentric profile, ballistic efficiency and exceptional stability produce sub-minute-of-angle accuracy of .5 to .7 inches at 100 yards.

In addition to their superb accuracy, each of these new Remington Premier® Varmint rounds deliver straighter-line, flatter trajectory out to 500 yards than standard loadings of the same caliber.

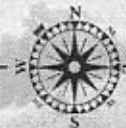
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**NEW .223 REMINGTON MATCH SPECIFICATION
WITH 62-GR. HP BULLET**

For those applications where accuracy is a primary consideration, Remington® has added a new .223 Remington loading with a heavyweight, 62-gr. hollow-point match bullet loaded to a muzzle velocity of 3025 feet per second.

A proprietary manufacturing process in the swaging of this bullet creates a significantly improved level of concentricity, delivering .8" accuracy at 100 yards.

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NEW .260 REMINGTON CARTRIDGE COMBINES MILD RECOIL WITH EXCELLENT DOWNRANGE PERFORMANCE

In 1997, Remington® is announcing the commercialization of a 26 caliber centerfire wildcat and naming it the ".260 Remington." The round was originally developed by well-known Outdoor Life Magazine Shooting Editor Jim Carmichel as the 6.5mm "Panther."

Carmichel's objective was to create a medium-bore cartridge of very moderate recoil and exceptional accuracy for serious shooting competition. Those same two characteristics, when matched with game bullets, also created the potential for a highly effective medium-game round for use in lightweight, easy-carrying, short-action rifles.

Remington has captured that potential in the new .260 Remington cartridge. The result is a true, 26-caliber round of .264-inch bullet diameter and loaded with a 140-grain pointed soft point Remington Core-Lokt® bullet. The cartridge was produced by necking down a 7mm-08 Remington case to 26 caliber.

A muzzle velocity of 2750 feet per second produces comfortably moderate recoil. But the slim, efficient profile of the 26-caliber bullet creates downrange velocity and energy that nearly duplicates that of a .270 Win. cartridge with a 130-grain bullet. In fact, in the critical game stopping factor of bullet momentum, the .260 Remington surpasses the .270, 130-grain combination at just 200 yards.

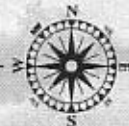
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REMINGTON® ADDS THE 7MM STW TO ITS CENTERFIRE LINE

Layne Simpson

In another move to select and add the best-performing wildcats to its regular centerfire ammunition line, Remington will produce a factory-loaded version of the powerful 7mm STW (Shooting Times Westerner).

Commercializing the 7mm STW was a natural and logical decision by Remington, since this wildcat is based on the original 8mm Remington Magnum case necked down to 7mm (28 caliber). It was developed by noted Shooting Times Magazine writer Layne Simpson in 1988.

The new Remington 7mm STW is loaded with a 140-grain Pointed Soft Point Core-Lokt, bullet at a sizzling 3325 feet per second.

With its large case capacity, the 7mm STW outperforms any other 7mm Magnum cartridge produced. For example, in direct comparison, using the same bullet weight, it delivers greater velocity, energy and bullet momentum, and flatter trajectory at all ranges out to 500 yards. At the extended range of 400 yards, this translates to 11 percent more energy than the 7mm Remington Magnum and 7.1 percent more energy than the 7mm Weatherby Magnum.

The on-game performance of Remington's 140-grain PSP Core-Lokt, bullet in the 7mm STW is equally impressive, with controlled, uniform expansion, and 91% weight retention at 400 yards. And it goes where it's aimed, with near minute-of-angle accuracy at 100 yards.

This type of high power performance makes the new Remington 7mm STW the farthest reaching, flattest shooting medium bore cartridge available for all medium-sized game.

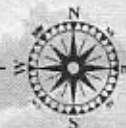
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NEW REMINGTON® PREMIER® BUCKSHOT LOADS DELIVER EXTREMELY TIGHT PATTERNS

With the continued expansion of shotgun-only deer hunting zones in this country, the effective performance of buckshot loads has become increasingly important. Considering that, Remington has upgraded its Premier® Buckshot line in 12- and 20-gauge specifications for 1997.

For the first time, Remington Premier® 12-gauge buck loads will encase the pellets in a Remington Power Piston® shotcup/wad to reduce pellet deformation from the impact of firing and contact with the barrel. This is the same kind of pellet protection previously available only with smaller-pellet field and target shotshell loads.

Encasing the pellets in a shotcup/wad, in conjunction with the other Remington pattern-protecting features in its Premier® buckshot shells, creates even greater roundness and truer flight of the buck pellets. For example:

- All Remington 12- and 20-gauge Premier® buckshot is specially hardened with three percent antimony and then is nickel-plated for additional hardness. It is the only buckshot available to receive this dual hardening treatment.
- In-between pellet spaces are packed with a polymer buffering filler that cushions the pellets against each other.

The sum of this combined protection produces patterns that are 25 percent tighter than those of normal buck loads. In addition, all 12- and 20-gauge Premier® buck loads are now mouth waterproofed to protect them from the elements or accidental immersion. For added shooter convenience and economy in 1997, 12- and 20-gauge Premier® Buckshot will be available in five-round boxes.

New 12-gauge Remington Premier® buckshot, all in 00 buck sizes, will be available in 3-inch magnum, 2¾-inch magnum, and standard 2¾ inch loadings. The 20-gauge, #3 buck specification is offered in a standard 2¾-inch loading.

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