

Dear Retail Partner:

In the continual effort to manufacture only the best products for your customers, we are announcing that the Shooters Ridge® 50-round 10/22® magazine (#40427) will no longer be available to consumers. Due to the less-than-satisfactory performance of this item, we have decided to discontinue production effective immediately.

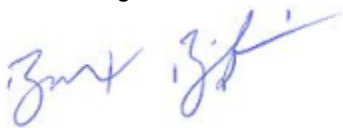
As you probably know, there are inherent challenges with the use of any magazine. Factors such as ammo type, gun fit and production consistencies can negatively impact not only the performance of a magazine but ultimately a customer's purchase experience. After extensive testing, we have found our 50-round magazine is susceptible to these variables and is being discontinued until we are satisfied it meets our standards and those of your customers.

*Please be aware that only our 50-round magazine is affected. We have tested both the Shooters Ridge 25-round and 30-round magazines and found them to be trusted performers. And while we constantly strive for error-free operation, it should be noted that all magazines have occasional feed problems due to the variables listed above.*

To better assist you in addressing this issue at the retail level, we will offer any customer experiencing problems with their Shooters Ridge 50-round magazine, two of our 25-round Shooters Ridge magazines. They must simply return to us the 50-round magazine (we will pay for shipping). If the customer declines this offer, we will refund the standard retail cost of the magazine upon receipt of their 50-round magazine. Please notify these customers that it will take 2-4 weeks to process their refund.

We sincerely regret any problems this may have caused your store and staff and hope our response satisfies any customer who is disappointed with this product. If you have any questions regarding this product discontinuation and exchange program, please contact your sales representative directly or call Customer Service at (800) 635-7656.

Bart Biedinger



Dealer Services Manager