



For dealers of the high-quality products from Federal, FUSION, CCI, Speer, RCBS, Outers, Ram-Line, Shooters Ridge, Alliant Powder, Estate Cartridge, Gunslick, Champion Traps & Targets, Redfield, Simmons and Weaver Mounts, Rings & Bases

THE PROFILE:

KEY CONTACTS ON THE DEALER SERVICES TEAM

NAME: Tom Knudtson

POSITION: Product Line Manager for Shooters Ridge, Weaver, Simmons and Redfield Mounting Systems

WORK EXPERIENCE:

22 years in sporting goods including positions in retail sales, and sales and marketing

HOMETOWN:

Stevens Point, Wisconsin

EDUCATION:

Attended University of Wisconsin-Stevens Point

FIRST JOB: Working in a photo finishing plant

HOBBIES: Hunting, Fishing, Golf

FAVORITE FOOD: Prime rib, Pizza

WHEN I WAS A KID I WANTED TO BE A: Green Bay Packer

MOST PRIZED POSSESSION: My Grandpa's favorite putter



Tom Knudtson

2006 SHOT SHOW PREVIEW: EVERYONE'S A WINNER WITH ATK THIS YEAR

The odds are pretty good that you will find some great new products at the ATK Ammunition and Related Products' booth (#3651) at the Las Vegas Convention Center this February.



Be sure to stop by the ATK booth at #3651 while you're in Las Vegas this February.

Manufacturers from around the world will gather at the 2006 SHOT Show, February 9 - 12, to showcase a variety of new products for dealers to offer their customers. And you can bet the ATK booth will be chock-full of innovative hunting and shooting products, as well. For a sampling, check out the New Products Spotlight beginning on page four of *The JOURNAL*.

"Along with showcasing all of our new products, we will be using the SHOT Show as a chance to recognize all of the hard work our dealers have done over the past year and let them know about what's coming up," said Steve Rodgers, Premium Partners Program Director.

This recognition will include the awarding of the 2005 Dealer of The Year award at the ATK booth.

"It's been a great year," Rodgers said. "We can't wait to celebrate it at the SHOT Show and let our retail partners know about all of the exciting new promotions and initiatives we have planned for 2006."

So be sure to stop by the ATK booth to get a close-up look at our new products and talk to our Product Line Managers and General Managers. The feedback you give them will help us develop future products.



A MILLION BUCKS FOR DUCKS DUCKS UNLIMITED PARTNERS WITH FEDERAL PREMIUM®



From the northern most duck marshes to the flooded timber of the lower Mississippi Valley, waterfowlers continue to be concerned with declining duck habitat.

It's time to take action to reverse the trend. And that's the very reason why Ducks Unlimited and Federal Premium® have formed a partnership to raise money to restore and conserve the Prairie Pothole Region (PPR), a section of North America that is crucial to the development and support of waterfowl numbers (See sidebar for more information on the PPR).

The partnership's goal is to raise \$1 million over the course of 5 to 10 years. Each year, Federal Premium will donate a portion of Ultra•Shok® ammunition sales

specifically to be used for DU's Grasslands for Tomorrow Initiative, which will aid in the process of maintaining and conserving the PPR.

"Grasslands for Tomorrow is the largest conservation program that Ducks Unlimited has undertaken," said Don Young, Vice President of Ducks Unlimited. "Supporting this project will start the process of securing the most valuable wetland region in North America."



"Saving and preserving the waterfowl population is extremely important to Federal Premium," said Mark DeYoung, Senior Vice President and President, ATK Ammunition Group. "Working with Ducks Unlimited we hope to raise awareness to all waterfowlers about the importance of the Grasslands for Tomorrow Initiative."

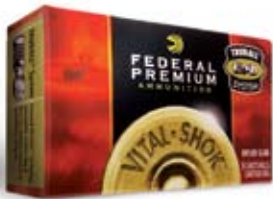
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Quick Shots ATK newsbriefs

TruBall™ is “Best of the Best” in 2005

Field & Stream magazine recognized Federal Premium's Vital-Shok® TruBall™ Rifled Slug in its “Best of the Best” awards for 2005 (December/January 2005 issue).

Seven editors from the prominent magazine voted on thousands of new products from the outdoor industry – only 22 were chosen as the best of their category. This is the second year in a row Federal® has had ammunition recognized by these awards. In 2004, the magazine gave Low Recoil™ a “Best of the Best” honor.



TruBall has brought unprecedented accuracy to smoothbore shotgun hunters everywhere with its revolutionary slug-centering system. TruBall keeps the slug straight and balanced by having a unique plastic sphere that is between the wad and the slug. With up to 75 percent better group size consistency than conventional slugs, TruBall has established itself as the measurement of accuracy in smoothbore shotguns.

ATK Kicks Off 2006 Show Season at NASGW

The 2006 show season arrived with a bang for ATK Ammunition and Related Products as the group introduced what's new for the year at the National

“Headlining the new ammunition offerings is the .338 Federal®—the first rifle cartridge to bear the Federal name.”

Association of Sporting Goods Wholesalers (NASGW) Show, held November 2-4 in Reno, Nevada. This annual event marks the biggest gathering of sporting goods wholesalers in the outdoor market.

With exciting new products coming from both the ammunition and accessories product lines, the year looks promising for

ATK Ammunition and Related Products. Headlining the new ammunition offerings is the .338 Federal—the first rifle cartridge to bear the Federal name. This cartridge is the first non-magnum short action .338 cartridge.

On the accessories side, the new look of Outers was unveiled to much approval by dealers and wholesalers at the show. “We have a great line-up for 2006,” said Steve Rodgers, director of the ATK Premium Partners Program. “At NASGW this year our products were well-received, especially the Outers rebranding. The people who made it to the show really liked the new look. We heard a lot of positive feedback.”

Federal Premium Sponsors First Ever Media Day at the Range

A long-time supporter of the 4-H Shooting Sports program, Federal Premium® will be one of the main ammunition sponsors of this year's inaugural Media Day at the Range, a pre-SHOT Show event that is being hosted by the National 4-H Shooting Sports Foundation.



The event is scheduled for February 8 (the day before SHOT Show begins) and will be held at the Boulder Pistol, Shotgun and Rifle Club, just southeast of Las Vegas in Boulder City, Nevada. At the range, companies will get the chance to showcase their new products to many of the industry's top writers.

In addition, young shooters will get a chance to meet and shoot with some of the biggest names from their favorite publications.

The partnership between 4-H Shooting Sports and Federal dates back more than 70 years. This year's event is another prime example of the great relationship between these two outdoor industry mainstays. “This event promises to benefit all of those involved,” said Bill Stevens, Federal Premium's Conservation Manager. “We are proud to be a part of this great event, and look forward to continuing to play an active role in the development of youth, the real future of the shooting sports.”

New Face of Dealer Services

ATK's Steve Rodgers recently assumed responsibility of Dealer Services. Rodgers, who has been a part of the team for more than three years, will now oversee the day-to-day activities of the group.

Under Rodgers' direction, the group will continue to focus on meeting the independent dealer's needs. Dealer Services always has been, and will continue to be, committed to helping dealers do whatever it takes to better their business.

“Over the last few months we have undergone some changes and taken a look at our approach,” Rodgers said. “This spring we look forward to further improving our ability to cater to our dealers and their specific needs.”

400 Straight; Twice!

When Phil Kiner, a member of Federal Premium's shooting team, broke 400 straight targets in ATA competition in 1994, he reached a milestone few other shooters have achieved.

Late last summer he became the only shooter in history to do it twice. In this year's ATA Western Zone Trapshoot, Kiner shocked the competitive shooting world by breaking an unprecedented 400-straight targets for the second time in competition. In addition to reaching competitive shooting's pinnacle, Kiner also broke a record 995-1,000 targets in the High Over All.

Kiner has shot Federal ammunition exclusively since 1982, and deems his favorite load the light Gold Medal® #8 paper offering (T175 8). “Phil has been an extraordinary shooter for us over the years,” said Federal Marketing Director Kyle Tengwall. “What he did this summer was truly amazing, and is another feather in his cap. We are proud to be a part of this accomplishment.”



ON TARGET

I hope you have had a great 2005 selling season. We are looking forward to working with you in 2006. There are some exciting new benefits and changes to the Premium Partner program I would like to share with you.

Our accessory promotions have been expanded to now include a Shooters Ridge™ “Hunt of A Lifetime.” Dealers purchasing product through July 31 are eligible for the hunt.

Also, the Federal 2006 Big Game Promotion now includes logo merchandise. This Federal Premium® branded merchandise will also be available for dealers to purchase at wholesale prices.

Look for these and other popular promotions in mailings that are coming soon. If you have any questions please contact Dealer Services or go to www.premiumpartners.atk.com and participate in these new promotions.

Also for 2006, using your co-op has never been easier. Dealers simply need to choose a Federal Premium or Fusion ad and the advertising channel, and the rest of the work will be handled for you. More information on co-op will be communicated to you at the shows.

We hope these changes and new promotions will benefit your business. As always please call with any questions. See you at the shows.

Steve Rodgers

Steve Rodgers



PRAIRIE POTHOLE REGION

AREA KEY TO WATERFOWL NUMBERS IN NORTH AMERICA

Stretching from eastern Alberta to central Iowa, the Prairie Pothole Region forms the most vital breeding and habitat ground for an assortment of waterfowl and bird species.

The area was formed thousands of years ago as glaciers diminishing at the end of the Ice Age left behind millions of shallow wetlands that have formed throughout this vast grassland. Today, the region provides waterfowl with an ideal resting and nesting area. With a copious amount of protein-rich aquatic invertebrates in the spring, nesting in miles upon miles of grasslands and resting area for all waterfowl during migration, this area is crucial to the development and continuing growth of waterfowl numbers.

The Region is also an essential component in the growth development of young waterfowl – their ability to feed and grow rely on the conditions of the Prairie Pothole Region to help them mature and then migrate to one of North America's flyways.

When it comes to breeding waterfowl, surrounding grasslands are equally as important as the prairie potholes themselves. North America's upland-nesting duck species (northern pintail, mallard, blue winged teal, gadwall, etc.) will successfully nest up to several miles away from wetlands, provided adequate grassland habitat exists. As the abundance of grassland increases in a landscape, nesting success also rises.

After years of research, Ducks Unlimited and the rest of the conservation community now recognize with certainty that inadequate grassland habitat is responsible for low nesting success. This knowledge is the cornerstone of the Ducks Unlimited Grasslands for Tomorrow Initiative. Protecting and restoring grasslands is paramount to ensuring healthy waterfowl populations, according to Ducks Unlimited's Web site.

DU has pledged to continuously protect two million acres of native prairie for future generations to experience and enjoy. This acreage is the largest conservation initiative ever undertaken; failure to save these prairie acres is to usher in the demise of diverse plant and animal life dependent upon this unique eco-region.



The future of duck hunting depends on the vitality of the Prairie Pothole Region.

You can help support the Grasslands for Tomorrow Initiative to preserve waterfowl numbers for generations to come. Contact DU or the Dealer Services Team at ATK (866-223-9388) to find out how.

SHOOT FEDERAL PREMIUM® ULTRA•SHOK® AND HELP SAVE THE MOST IMPORTANT DUCK HABITAT IN NORTH AMERICA

Continued from front page

Federal Premium and Ducks Unlimited are working on a series of events to promote the Grasslands initiative. Print and television advertisements will target waterfowlers to let them know how important the Grasslands for Tomorrow Initiative is—and how important the PPR is to all waterfowl hunters across North America and Canada.

“Up to 75 percent of all ducks in the U.S. are reared in the Prairie Pothole Region,” noted Rick Stoeckel, ATK Ammunition Brand Manager. “This area is extremely important to anyone who hunts ducks or geese in North America - whether you hunt in Mississippi or California or Maryland.”

Along with contributing to an important cause, waterfowlers will receive an interactive informational CD when they purchase four boxes of Federal Premium Ultra•Shok. The CD will include such features as Grasslands for Tomorrow information, Prairie Pothole education, duck hunting tips, recipes, and many other features that will keep waterfowlers engaged in the process of the Grasslands for Tomorrow Initiative.

To help us promote the Initiative, ATK Premium Partners will be provided an attractive in-store POP display, program brochures, posters and coupons. We'll also drive customers to your store via e-mails, a consumer ad and a TV commercial.

“It's time for all waterfowl enthusiasts to take action,” Stoeckel said. “We need to act now in order to ensure the health of waterfowl and waterfowling for generations to come.”

This project is a milestone in the course of action being taken to preserve the most important duck habitat in North America. The PPR is the virtual duck factory that nurtures the waterfowl migrating to all corners of North America and Canada.

Minnesota Governor Tim Pawlenty praised the effort. “The leadership of Federal Cartridge Company and ATK is an important part of protecting and restoring wetlands,” Governor Pawlenty said. “These businesses, partnering with Ducks Unlimited, are shaping the future by stepping forward to enhance our great outdoors. Along with efforts like the Wetlands Loan Act now before Congress, this program will help reverse the disturbing trend we've seen in recent years and restore the habitat needed for wildlife to thrive.”

Ducks Unlimited and Federal Premium encourage dealers to become actively involved in the Grasslands for Tomorrow project and explain to customers the importance of purchasing Federal Premium Ultra•Shok shells and where the donations of that purchase will be going.

With every dealer and waterfowler committed to the Grasslands for Tomorrow project, we will see the largest conservation project in North America succeed, and the waterfowl population protected for years to come.

NEW FOR 2006

STOCK UP ON THESE HOT SELLERS FROM ATK

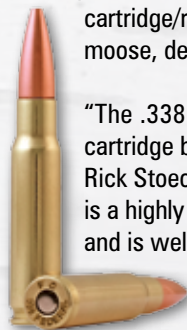
How do you stay ahead of the competition? Keep innovating. Never rest on your laurels. ATK Ammunition and Related Products diligently follows this philosophy when it comes to new products and 2006 is no different.

"We've got a variety of exciting new products from all of our brands," said Kyle Tengwall, Marketing Director for ATK Ammunition and Related Products. "Items that will drive hunters and shooters into our dealers' stores."

But you have to stock the items in order to sell them, so be sure to contact the ATK Dealer Services at 866-223-9388 for more information.

FEDERAL PREMIUM®

The big news doesn't get much bigger. In 2006, the headline reads .338 Federal® – a first for Federal Premium®. Federal partnered with Finnish gun maker Sako to create this cartridge/rifle system that is ideally suited for hunting moose, deer, bear, elk and similar sized large game.



"The .338 Federal offers an efficient short action cartridge based on the .308 Winchester," said Rick Stoeckel, ATK Ammunition Brand Manager. "It is a highly efficient cartridge for a lightweight rifle and is well suited to take game out to 300 yards and beyond. It has milder recoil compared to .338 Magnum cartridges."

The .338 Federal cartridge will initially be loaded with a 210-grain Nosler Partition, a 185-grain Barnes® Triple-Shock™ X-Bullet™ and a 180-grain Nosler AccuBond®. It is found in Sako's new 85 rifle.

Along with the introduction of the .338 Federal cartridge, Federal Premium is continuing the Shotgun Revolution. The new phase features the revolutionary FLITECONTROL™ wad in

Vital•Shok Buckshot loads for deer hunters in buckshot legal states. As it has done with turkey loads, FLITECONTROL will

help buckshot hunters produce the tightest patterns in the industry.

The .204 Ruger is here to stay as a popular and viable varmint cartridge. And as the leader in centerfire rifle ammunition, Federal Premium will now be producing this hot round under the V•shok line and topping it with a 39-grain Sierra BlitzKing bullet. Federal offers the most complete lineup of centerfire rifle cartridges and adds this high-velocity varmint taker to provide yet another option for hunters keeping up with the times.

In Mag•Shok, the FLITECONTROL HEAVYWEIGHT™ line has been extended to include smaller pellet size of No. 7s, which deliver the same energy of a No. 5 lead shot load but at 40 yards with far more pellets on target.

Building upon its already strong relationship, Federal Premium is loading yet another new Barnes bullet in 2006. The Vital•Shok® Barnes Maximum Range X-Bullet™ is a 100 percent non-toxic, tipped bullet that is designed for deep penetration and consistent expansion is a pure copper bullet with a patented tungsten-based Silvex® Core and Delrin® Tip.

Federal Premium and Barnes will also team up on the following:

- 20-gauge Barnes Expander™ shotgun slug in 2006;
- several new SKUs in Vital•Shok Barnes Triple-Shock;
- Barnes Expander in a Vital•Shok Handgun load;
- New Triple-Shock loads for Cape•Shok®.



FUSION

The exciting new name in deer-hunting ammunition returns in 2006 with handgun calibers using the most devastating deer bullet in its class for the handgun hunter. The calibers feature velocities and bullet weights specifically designed for deer. They will be available in four

SKUs: 158-grain .357 Magnum; 210-grain 41 Rem Mag; 240-grain 44 Rem Mag; and 260-grain .454 Casull. Fusion has also increased its centerfire offerings with five new loads: 115-grain 25-06 Rem; 140-grain 280 Rem; 140-grain 7mm-08; 200-grain 338 Win Mag and 150-grain 300 WSM.

CCI®



As we reported in the last Journal, the entire CCI® product line received an exciting, new packaging upgrade. But CCI is more than just about new packaging in 2006. We are also introducing two new .22 cartridges and a .17 that will increase your rimfire fun.

First, there's Select™ 22LR, which is perfect for shooters looking for accuracy and consistency in autoloaders. Loaded with a 40-grain lead round nose bullet, the Select 22LR fires at 1,200 feet per second.

Second, there's the .22 Win Mag 40-grain GamePoint™, which is the perfect option for small game hunters who want big-game bullet performance in their .22 Win Mag. With a muzzle velocity of 1,875 fps, it provides deep penetration and a mushroom expansion typical of the best medium game bullets. It limits meat damage and saves valuable hides. It's ideal for coyote-sized game.

Third, there's the .17 HMR 20-grain FMJ, which is great for target shooters, and small game and varmint hunters. At 2,375 fps, it provides sub-inch accuracy and flat trajectory. The Full Metal Jacket bullet does not expand, keeping game edible and hides in tact.

SPEER®

Those dealers involved in the world of law enforcement and personal defense will note that Speer® has updated its packaging on the products it supplies to our "men in blue."



"We've updated our packaging with products that are marketed toward law enforcement officers and civilians looking for the best in personal defense ammunition," notes Stoeckel.

In the future, look for more exciting law enforcement and personal defense ammunition from the people who brought you Gold Dot.

SPEER® COMPONENTS

In 2006, Speer® has news on three bullets for handloaders: the Trophy Bonded® Sledgehammer Solid® Safari, Uni-Cor® Expanding Handgun, and TMJ™.

The Trophy Bonded Sledgehammer Solid Safari – available in .375 300-grain, .416 400-grain, .458 500-grain and .474 500-grain bullets – features a flat nose that minimizes deflection for a straight, deep wound cavity in large, dangerous game.

The Uni-Cor Expanding Handgun – now available in .500 S&W 350-grain bullets – bridges the gap between Gold Dot and conventional "cup-and-core" bullets. They are great for general use and are designed for deep penetration.

The TMJ – now available in .355 124-grain bullets – is perfect for practice or plinking.

SHOOTERS RIDGE™

Shooters Ridge™ has a number of new accessories that will make shooting and hunting easier in 2006. Some highlights include:

The Deluxe Stalk Stick™ acts as a rest for your rifle and a hiking staff. The soft grip handle and sturdy twist locking legs provide stability whether stalking or just walking.



The Deluxe Shooting Bench features a soft top and rolled edges to prevent ammo or brass casings from rolling off. It also features a spotting scope bracket and shooting yoke. When you're done it folds into an easily transportable object.

The 10/22® Magazine and Magazine Loader allow your customers to maximize use of their Ruger® 10/22. The see-through Magazine holds up to 50 rounds and features a clean-out door that allows for removal of wax build-up. The Loader allows them to quickly and easily load all factory and high capacity magazines in seconds.

CHAMPION™ TRAPS & TARGETS

New VisiColor™ high visibility targets offer your customers an interactive, fun and useful way to sight-in and practice. Based on VisiShot™ technology, VisiColor provides multi-colored impact haloes for easy identification of specific hit locations. VisiColor targets are available in 8-inch Bull, Dartboard and four critter designs.



Rimfire is about fun and Champion™ has plenty of metal targets to enhance that fun. In 2006, we've added a .22 Spin-Off™ Target, which moves left to right. A winner's flag drops to show which shooter is the most accurate. We've also added a variety of .22 spinner targets for hours of fun.

The new EasyBird™ series of traps will provide backyard shooters with a portable, entry-level trap. EasyBird electric traps allow you to save on your cocking arm and make target shooting fun for everyone. There's an Auto-Feed Trap, and two versions of an Electric Handset Trap.

GUNSLICK®

The big news coming out of the Gunslick® factory for 2006 is the Match-Grade Gun Maintenance Center, which can be used on either rifles, shotguns or pistols. It allows the user to keep all of his cleaning equipment well organized. And it comes with two vises to hold your firearm in place when you clean.



Along with these great new offerings, look for ongoing new product developments from Weaver™, Ram-Line®, RCBS®, Simmons®, Redfield®, Alliant Powder and Estate Cartridge®.

2005 Report Card

Our Premium Partners Grade Our Performance

Each fall since we created our dealer program in late 2001, we have asked our retailing partners to tell us honestly what they think about our program. You haven't held back. Your input has led to improvements in the program. And we look to continuing this practice. Read on and see what you and the other dealers thought of the Premium Partners Program in 2005.

A few months ago we mailed our survey out to more than 1,000 dealers with an incentive of a free jacket to the first 100 dealers who returned a completed form. We were very pleased with the return rate. In fact, that rate increased nearly threefold compared to the previous year.

"We appreciate dealers taking the time to give us feedback," said Steve Rodgers, Premium Partners Program Director. "To me it signifies that they care about the program and their businesses."

Overall, a little more than half of the Premium Partners who responded were very satisfied with the program. And a third said they are very familiar with the program. "That's very good for us," Rodgers said. "It means the program is benefitting our dealers."

Dealers were particularly pleased with Premium Partner promotions throughout the year. Our ammunition, gun cleaning, reloading and mounting system promotions were all found to be "very helpful." In fact, more dealers found them "very helpful" compared to the year before.

As we had hoped, the Premium Partners program has led to increased sales for more dealers. In 2004, 24 percent of respondents said the program had led to increased

sales. In 2005, that number went up to 27%. Considering that the program leads to the cash register ringing more often, we were not surprised to hear that nearly half of the respondents said that their relationship with ATK has improved as a result of the Premium Partners Program.

Communication is Key

Dealers responded that they appreciate our Dealer Services' toll-free number and say it is an easy way to get a hold of our team. However, the most popular way to get information is from their sales rep, then e-mail and then via fax.

"While the program continues to be successful with dealers, we wish they would take advantage of some of the tools we have to offer," noted Rodgers. For example, only 34 percent used their co-op funds and only 25 percent used Bonus Bucks.

"We'd also like to have our Premium Partners use the dealer Web site more often," Rodgers said. About 24 percent said that they access the site, which is down from the previous year by 7%.

"We are going to review the data we culled from these surveys," Rodgers said. "Where we did well, we will continue to build and improve. We'll work on the areas where we didn't score as high as we would have liked to."

Be sure to continue using the Premium Partner section of the dealer Web site at premiumpartners.atk.com. There you can find information on your sales rep, Bonus Bucks information and co-op allowances.

If you didn't get a chance to respond to the e-mail survey, feel free to call Dealer Services at 866-223-9388. We'd love to hear from you whether you have a compliment or a complaint.



LET IT LOOSE.

Fusion: the opening round of 21st century ammunition. Fusion utilizes the lethal energy of molecular science to shatter convention and launch bullet technology to a new level. The future of deer hunting is here. Contact your ATK rep, call 866-223-9388 or visit us online at www.fusionammo.com

FUSION™




ATK CALENDAR FULL OF PROMOTIONS IN 2006

Continued from page 8

hats, knives, polo's and other products. This merchandise is also available for purchase at wholesale price. Please reference the 2006 Federal Catalog for products.

You will also receive a .338 Federal POP display, tent cards and coupons. Three participating dealers will be winners in a drawing for a Sako rifle chambered for the .338 Federal.

Buy-in for the promotion is January 1 through December 31, 2006. Promotional materials will be shipping on July 15. Please review the promotion tab in your binder for promotion details.

FUSION CENTERFIRE PROMOTION

For 100 boxes of Fusion, you will become part of a promotion featuring the hottest ammunition brand on the market. You will receive a header card and tent card with coupons to help advertise the promotion in your store. You will also receive two Fusion vests and two skull caps to start the promotion.

From August 15 through January 31, consumers simply need to buy two boxes of Fusion rifle or Fusion handgun to receive a free blaze orange skull cap. Buy-in is January 1 through December 31, 2006. Promotional materials ship July 15.

GUNSLICK MATCH-GRADE PARTNER PROGRAM

The more you order, the more free stuff you will receive from Gunslick. For an order of \$250 you will receive the following: Hat, door cling, pint size bottle of Ultra-Klenz and 5 oz. can of Nu-Gun for in-store cleaning of firearms, point-of-sale materials, tips booklets, chemical use guide and consumer coupons. You'll also get your dealership's name listed first on our dealer locator. For \$500, you receive the above plus two Gunslick polo shirts. For orders more than \$750, you receive the above plus a safari shirt, floor decal and Match-Grade center bag.

The Gunslick program runs from January 1 through December 31, 2006.

FEDERAL PREMIUM WING•SHOK PHEASANT PROMOTION

When you purchase 50 boxes of Wing•Shok you will receive a Pheasants Forever banner, Pheasant Forever license plates and a Wing•Shok header card. Buy-in is January 1 through December 31, 2006. Promo materials will be shipped August 15.

SPEER GOLD DOT & FEDERAL PREMIUM PERSONAL DEFENSE PROMOTION

Purchase 30 boxes of Speer Gold Dot or Federal Premium Personal Defense ammunition and you will receive six 5-ounce cans of Gunslick's Nu-Gun cleaner/degreaser. Buy-in is from January 1 through March 31.

SHOOTERS RIDGE BIG GAME HUNT GIVEAWAY

We are giving away a big game hunt to the dealer who takes part in this promotion along with the sales rep who sold it in. Your commitment to the promotion gives you better chances of winning. If you buy the end cap merchandiser and use it in your store you will get three entries into the drawing. If you buy the shooting bag display you will receive two entries. And you get one entry for every \$500 in purchases you make. The giveaway program runs from January 1 through July 31, 2006.

Along with these new promotions, we will continue with our Weaver Believer Program and Champion Traps & Targets promotion.

For more information, call Dealer Services at 866-223-9388.

THE ATK PREMIUM PARTNERS TEAM

Have a question or input on the Premium Partners program? Give us a call at 866-223-9388 or e-mail one of our team members below. We'd love to hear from you. We're dedicated to providing dealers with the tools they need to succeed.

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"The best way to predict the future is to create it."

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ATK CALENDAR FULL OF PROMOTIONS IN 2006

Sometimes you need more than exciting, new products to make that cash register ring in your store. That's why ATK has a variety of hard-hitting promotions set for 2006 that will definitely add to your bottom line.

FEDERAL PREMIUM® MAG•SHOK® TURKEY PROMOTION

Our promotional calendar begins with spring turkey season. With a purchase of 40 boxes of Mag•Shok®, you will receive 12 red turkey T-shirts, 10 turkey videos, a point-of-purchase display with a free black turkey T-shirt and coupons promoting the offer.

Consumers get a free T-shirt when they purchase one box of any Federal Premium® Mag•Shok product from February 18 through May 31. The buy-in period is between January 1 and March 31, 2006. Promotion materials ship February 1.

CCI® RIMFIRE PROMOTION

With this promotion, your customers receive a free T-shirt when they purchase two boxes of any CCI® product from April 1 through June 30.

You simply need to commit to four cases of qualifying rimfire ammunition from CCI. When you do, you will be shipped a POP display with the 2006 Rimfire Varmint T-shirt and coupons for more free T-shirts. You will also receive a tin sign, rimfire chart, two Velocitor T-shirts, six Velocitor hats, eight bumper stickers, four key chains, one talking Prairie Dog

display (while quantities last), plus danglers and a Velocimeter, which details the velocities of our products. The buy-in timeframe is from January 1 through March 31. Promotion materials ship March 15.

FEDERAL PREMIUM® ULTRA•SHOK® WATERFOWL PROMOTION

Here's a promotion that will help a good cause and add to your bottom line.

With the purchase of 100 boxes of Ultra•Shok® Steel and/or 50 boxes of Ultra•Shok® High Density™ you will receive the following: a Ducks Unlimited®/Federal Premium® Header Card, a case of tent cards with coupon pads, danglers, and dynamic DU/Federal Premium CD ROMs with useful information for waterfowlers.

The consumer will also receive an undisclosed item when he purchases four boxes of any Ultra•Shok product between July 15, 2006, and January 31, 2007. Buy-in for this promotion is January 1 through December 31, 2006. Promotional materials will ship June 15.

FEDERAL PREMIUM® VITAL•SHOK® BIG GAME PROMOTION

With your participation in the Big Game Promotion, you'll earn an assortment of free Federal Premium merchandise to use as incentives for your customers and employees. Based on your buy-in you will receive a package of Federal Premium



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