OS - 1

UNITED STATES
CONSUMER PRODUCT SAFETY COMMISSION
WASHINGTON, DC 20207

Memorandum

Date: March 9, 2005

TO : Commission

FROM : Todd A. Stevenson, Director, Office of the Secretary

SUBJECT : *In the Matter of Daisy Manufacturing Company, CPSC Docket No. 02-2:* Annual report for the Daisy "Take Aim at Safety" campaign for the year 2004

Attached is the letter dated February 25, 2005, and attachments from Daisy Outdoor Products' Vice President and General Counsel Marianne McBeth summarizing the Daisy "Take Aim at Safety" campaign for the year 2004. This is the first of five annual reports provided for by the Consent Agreement and Order for the administrative litigation, *In the Matter of Daisy Manufacturing Company, CPSC Docket No. 02-2.*

cc: Page C. Faulk, General Counsel
cc: John Gibson Mullan, Assistant Executive Director, Office of Compliance

NOTE: This document has not been reviewed or accepted by the Commission.
Initial MV Date 3/9/05

[illegible] CLEARED for PUBLIC
— NO [illegible] AS OF 3/9/05
PRODUCTS IDENTIFIED
X EXCERPTED BY: PETITION
PUBLISHING ADMIN. PRCDG
— WITH PORTION(S) REMOVED: ____

Daisy Outdoor Products

February 25, 2005

Joseph Mohorovic, Chief of Staff
U.S. Consumer Product Safety Commission
4330 East West Highway
Bethesda, MD 20814

RE: Consent Agreement and Order in *CPSC v. Daisy Manufacturing Company*, "Take Aim at Safety" Letter for Year 2004

Dear Mr. Mohorovic,

On January 30, 2004, the Consumer Product Safety Commission entered an Order accepting the Consent Agreement in the matter of Daisy Manufacturing Company d/b/a Daisy Outdoor Products, CPSC Docket No. 02-2. Section 11(B)(v) provides that "In February 2004 and in each of the four succeeding years thereafter, Daisy will advise the U.S. Consumer Product Safety Commission in writing of the extent to which the Daisy "Take Aim at Safety" campaign was conducted for the preceding year in the same detail as above set forth." As the Consent Agreement was accepted in January 2004, this letter is the first of five annual reports on Daisy's "Take Aim at Safety" campaign.

In 2004, Daisy continued its intensive campaign to instruct users in the safe handling and use of its airguns, at its sole cost and expense, under the title "Take Aim at Safety". Daisy conducted a comprehensive media advertising effort during 2004 in excess of the minimum amount of $300,000 by the Consent Agreement and Order (Exhibit 1).

Daisy continued promoting safety in 2004 by the publication and distribution of ten important safety rules, which, if followed, would eliminate every incident, injury, or death associated with Daisy's high velocity airguns. Consumers were encouraged to visit Daisy's website to learn Daisy's ten shooting safety rules and earn a safety certificate. They were eligible to enter a contest to win a VIP tour of the USA Shooting Team Training facility in Colorado Springs, Colorado. Each participant received a free copy of Daisy's shooting rules (Exhibit 2).

In 2004, Daisy placed advertising in trade and consumer publications (sample ads are Exhibit 3).

Daisy applied a "Take Aim at Safety" label to the face of all Daisy brand and PowerLine brand long gun packaging in 2004 (Exhibit 4). Daisy met the objectives, audiences, and strategies of the media and packaging campaign as were broadly outlined as Exhibit F in the Consent Agreement (Exhibit 5).

P.O. Box 220 • Rogers, AR USA 72757
800.643.3458 Voice 479.636.1200 Voice 479.636.1601 Fax www • daisy • com

For posting during the 2004 Christmas season, Daisy sent to all retailers an 8½" x 11" poster/counter card which contained the 10 Shooting Safety Rules and alerted users to free training programs (Exhibit 6). The poster/counter card included a toll free number to call for information on free training, and Daisy has received additional calls and requests for the trainings and has referred each one to their local Jaycee chapter or shooting organization.

In regard to other Consent Agreement terms for 2004, Daisy attached a hang tag through the zip tie over the pumping mechanism of the guns with the warning language from the Consent Agreement (Exhibit 7), and added a label on all packaging of BBs to alert consumers of five safety points per the language of the Consent Agreement (Exhibit 8).

Daisy shall continue to fully comply with all the terms and conditions of the Consent Agreement and Order. The second "Take Aim at Safety" letter will be sent to the CPSC in February 2006.

Respectfully yours,

Marianne McBeth

Marianne McBeth
Vice President / General Counsel
Daisy Outdoor Products

Enc.

Cc: Aaron Locker, Locker, Greenberg & Brainin, P.C.
Jeffrey Locker, Locker, Greenberg & Brainin, P.C.
William M. Griffin, III, Friday, Eldrege & Clark, LLC

EXHIBIT 1

DAISY OUTDOOR PRODUCTS

2004 Advertising and Media Expenses

Take Aim at Safety

Major Sponsorships and Media

• Sponsorship of USA Shooting Team	60,000.00
• Buckmasters television, Expo, magazines and web	147,100.00
• Insights magazine, July, Aug, Sept. Oct., Nov.	4,908.75
• Insights magazine safety tips March – Nov.	3,962.50
• Shooting Sports USA, Sept., Oct., Nov.	3,990.00
• Shooting Illustrated, Aug., Sept., Oct., Nov.	5,644.00
• Hunter's Handbook, (IHEA) 2-page spread, Feb.	22,440.00
• Hunter's Journal (IHEA), three issues	7,000.00
• National Wild Turkey sponsorship pkg.	25,000.00
Includes events and magazine TAAS safety contest	
• Rocky Mountain Elk Foundation sponsorship	38,280.00
Includes Elk Camp and TAAS essay contest	
• Shooting Sports Retailer	15,035.75
• Hunter's Handbook Television	12,000.00

Total Major Sponsorships and Media **$345,361.00**

EXHIBIT 2

LEARN AND PRACTICE THESE

10 SHOOTING SAFETY RULES

Airguns are real guns, not toys. Use only age appropriate airguns.
You or others could be seriously injured or killed if these rules are not followed.

1

ALWAYS KEEP THE MUZZLE POINTED IN A SAFE DIRECTION.

There are several safe "carries" depending on the situation. NEVER ALLOW THE MUZZLE TO POINT IN THE DIRECTION OF A PERSON.

2

TREAT EVERY GUN AS IF IT WERE LOADED.

You can never be positive that you were the last person to handle the gun. Never take anyone's word about whether or not a gun is loaded. Always check a gun to see if it is loaded when removed from storage or received from another person. Even if you have fired an airgun one or more times and no pellet or BB was expelled from the barrel, it does not mean that the magazine of the gun is empty of ammunition. Any airgun can fail to feed for any number of reasons. Continue to treat the airgun as loaded and ready to fire. ALWAYS TREAT A GUN AS IF IT IS LOADED EVEN IF YOU KNOW IT ISN'T.

3

ONLY LOAD OR COCK A GUN WHEN YOU ARE SHOOTING.

A loaded gun has no place in your home or other public place.

4

CHECK YOUR TARGET AND BEYOND YOUR TARGET.

Be sure all persons are well clear of the target area before you shoot. Check behind and beyond your target to be certain you have a safe backstop and that no person or property could be endangered.

5

ANYONE SHOOTING OR NEAR A SHOOTER SHOULD WEAR SHOOTING GLASSES.

Also, all other persons should remain behind the shooter.

6

NEVER CLIMB OR JUMP WITH A GUN.

You can't control the direction of the muzzle if you stumble or fall. You should safely lay the gun down or hand it to a companion while you climb or jump over anything.

7

AVOID RICOCHET.

Never shoot at a flat hard surface or at the surface of water. Ammunition can ricochet off of water just like a skipped rock.

8

KEEP THE MUZZLE CLEAR.

Never let anything obstruct the muzzle of a gun. Don't allow the muzzle to come in contact with the ground.

9

GUNS NOT IN USE SHOULD ALWAYS BE UNLOADED.

Keeping guns unloaded when not in use is critical to the safety of you and others. When you are finished shooting, put the trigger safety in the "on" position and unload the gun. Store guns so that they are inaccessible to untrained shooters and store ammunition separately from the gun.

10

RESPECT OTHER PEOPLE'S PROPERTY.

Whether you're target shooting or hunting, if you're a guest on others' land, you should leave it exactly as you found it.

TAKE AIM AT SAFETY
DISCIPLINE · PATIENCE · SELF-CONTROL · RESPONSIBILITY
Daisy Outdoor Products

LEARN TO SHOOT SAFELY

Daisy Outdoor Products has a rich heritage of teaching young and first time shooters to shoot safely. In order to effectively implement shooting education programs nationwide, Daisy has partnered with the following organizations which teach shooting safety and provide additional shooting safety materials and information. We encourage you to contact Daisy at 800-643-3458 or one of these organizations to sign up for a shooting safety class in your area.

PROGRAM MATERIALS & EQUIPMENT

- Daisy Outdoor Products
  800-713-2479
  www.daisy.com

PROGRAM INFORMATION

- **American Legion Junior Shooting Sports Program**
  317-630-1249
  www.legion.org
- **NRA Youth Programs**
  800-672-3888 ext.1505
  www.nrahq.org/youth
- **Daisy/Jaycees Shooting Education Program**
- **The United States Junior Chamber of Commerce**
  800-529-2337
  www.usjaycees.org
- **4-H Shooting Sports**
  Call Your County Extension Agent
  www.4-h.org
- **Junior Olympic Shooting Program**
  719-866-4670
  www.usashooting.com

Daisy® wants you to "Take Aim at Safety"

If you know the 10 Shooting Safety Rules, it's easy to unscramble these sentences.

You might want to visit Daisy's website at www.daisy.com to read the rules. While you're there, be sure to take the Shooting Safety Rules Quiz and earn your certificate.

Put the circled letter in the matching space at the bottom of the page to answer the question below!

Laysaw peke het zumlez noptied ni a asfe certidoni.

_____ ____ __[1] _____ ___[9] __ __ _____ _____.

Ratet ryeve nug sa fi ti wree daloed.

_____ _____ ___ ___[12] __ __ ____ _____.

Lyon dalo ro kocc a nug nehw ouy rae ostonigh.

____ _[8] __ __ ____ _ ___ ____ ___ ___ _[10] _____.

Kcech ruoy gretat dan yonbed ruoy gretat.

[3] _____ _____ ___ ____[4] _ ____ _____.

Onaney ostonigh ro rane a osthroe loshud wrea

_____ _____[6] __ __ ____ _ _____ _____ ___[2]

ostonigh slasges.

_____ _____.

Veren blicm ro pumj thiw a nug.

_____ ____[7] __ ____ ____ _ ___.

Daivo criothec.

_____[14] ___.

Peke het zumlez ceral.

_____ ____[13] _ _____.

Nugs ton ni seu loudsh laysaw eb dunladoe.

_____ __ ___ _____ _[11] ____ __ ____[5] ___.

Spreect thero oppelesís pyropret.

_____ _____ _____ _[15] _____.

How can I be a better shooter?

_ _ _ _ _ _ _ _ _ _ _ _ _ _ _ _ _
(1) (2) (3) (4) (5) (6) (7) (8) (9) (10) (11) (12) (13) (14) (15)

PRIZES!

The first 50 correct puzzle solutions submitted win a Take Aim at Safety collector pin.

All correct puzzle solutions will be eligible for a drawing to be held on _____.

10 lucky winners will each receive a Mossy Oak Daisy Airgun

All completed puzzle solutions must be received by _____.

Contestants must be 10 years of age or older to enter. All Daisy Airguns must be awarded to a parent or guardian 21 years of age or older. State and local legislation may prohibit shipments of Airguns to some areas. Winners in these areas may choose Caps, T-shirts, Collectable Tin Signs or other merchandise of similar value. Only 1 prize will be awarded per address.

Daisy Outdoor Products

- Sweepstakes Home
- Official Sweepstakes Rules
- Ten Shooting Safety Rules
- Daily Sweepstakes Winners
- Shooting Safety Quiz
- Privacy Policy

Home
Where to Buy
History
Museum
Education
Safety Rules
Newsletter
Shootin' the Breeze
Age Affidavit
FAQ
Contact Us

Take Aim At Safety and Win!

SWEEPSTAKES RULES

DAISY MANUFACTURING SWEEPSTAKES
NO PURCHASE NECESSARY

Sponsor:
Sponsor is Daisy Outdoor Products ("Daisy"), 400 W. Stribling Drive, Rogers, Arkansas 72756

To Enter:
NO PURCHASE NECESSARY. To enter, visit **www.daisy.com** or, for an entry form, send a Self Addressed Stamped Envelope to Daisy Sweepstakes Entry Form, PO Box 220, Rogers, Arkansas 72757 (residents of Washington and Vermont need not include return postage) between January 16, 2004 and January 15, 2005, at 9:59 a.m. Central Standard Time ("CST").

Eligibility:
Contest is open to all legal residents of the 50 United States and District of Columbia age 13 and over, VOID WHERE PROHIBITED OR RESTRICTED BY LAW. Employees of Daisy, its agents, subsidiaries and affiliates are not eligible to participate. Participants must include all information on the entry form to be eligible. By transmitting the official entry form, all entrants agree to be bound by these Official Rules. No mechanical reproductions or photocopies will be accepted. Sweepstakes will only allow one entry per household. All duplicate entries will be eliminated from the drawing. As a condition of being awarded the Grand Prize (as defined herein), the entrant shall be required to provide proof of the correctness of entrant's information on the entry form and compliance with the terms and conditions contained in the Official

sweepstakes, you agree to Daisy's use of your personal information as described in Daisy's privacy policy, located at **www.daisy.com/sweepstakes/privacypolicy.html.**

Winners List:
For listing of all winners, go to Daisy's website at **www.daisy.com/sweepstakes/winners.php** or send a self addressed stamped envelope to Daisy Sweepstakes Winners, P.O. Box 220, Rogers, AR 72757 from February 23, 2005 to March 23, 2005.

Take Aim At Safety and Win!

USA Shooting Team

Daisy is a proud sponsor of the USA Shooting Team

You may win a trip to the USA Shooting Team range at the US Olympic Center at Colorado Springs.

click here!

New Products | Daisy | PowerLine | PowerLine Slingshots | Winchester® Avanti | PrecisionMax | Collectibles | Daisy® Logo Merchandise

Home | Where to Buy | History | Museum | Education | Safety Rules Newsletter | Shootin' the Breeze | Age Affidavit | F.A.Q. | Contact Us

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CERTIFICATE

TAKE AIM AT SAFETY

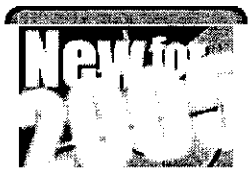
CONGRATULATIONS TO

Your Name Here

This document certifies the shooting enthusiast named above has successfully completed Daisy's Take Aim at Safety quiz, thus demonstrating knowledge of the Ten Shooting Safety Rules. By signing this certificate, the recipient acknowledges and accepts his/her responsibility to practice these ten rules whenever handling a gun of any type throughout his/her lifetime.

Daisy Outdoor Products

Daisy



Home
Age Appropriate Labeling
Where to Buy
History
Museum
Education
Safety Rules
Newsletter
Shootin' the Breeze
Age Affidavit
FAQ
Contact Us

Daisy.com » Shooting Safety » *Sweepstakes Rules*
» Sweepstakes Home
» Ten Shooting Safety Rules
» Shooting Safety Quiz
» Official Sweepstakes Rules
» Daily Sweepstakes Winners
» Privacy Policy

Take Aim At Safety and Win!

Daily Sweepstakes Winners

» Current Winners

» Apr 15th, 2002 - Jan 15th 2003
» Jan 16th, 2003 - Jan 15th 2004
» Jan 16th, 2004 - Jan 15th 2005

2005

January

14	Tom Campbell
13	Jennifer Layman
12	Johnathan
11	David Holmberg
10	Roseanne Myers
7	aric g. mattson
6	Ray Wigley
4	Roger Cushing
3	Christopher S Krigbaum

2004

December **November** **October**

31	Lorna Hull	30	Donna Angel	29	Shirley Talabock
30	angel griffith	29	Jeffrey Hall	28	Tom Szabo
29	Kevin Coolidge	26	Jean Sanders	27	Adam Dohner
28	Dominique O'Connor	25	James Boyd	26	Kelly Gilbert
27	Margie Hazelton	24	David Christiansen	22	Robert Harris
24	Carolyn Spindler	23	Timothy Cournoyer	21	Daniel Barber
23	Garett Burt	22	Paul Sauser	20	Julia Henderson
22	Scott Strosnider	19	Lynnette M. Lemke	19	Ronald D. Waite
21	Michael J. Oros	18	Russell Judd	18	Donna Donaldson
20	Charles L Goodwin	17	Michael Hendrickson	15	Lori Crawford
17	Brandon Robinson	16	Brian Barta	14	Scott D. Waffle
16	Darlene Dillingham	15	marcella glover	14	Stephanie David
15	Kim Henley	12	Robin Goldberg	14	Missy Stott
14	John F. Carr	11	TRACY STURDYVIN	13	Don Jones
13	Laura A. Turner	10	Freda I. Pierce	12	Crystal McNeal
10	Barrie Krumholz	9	Donna Altare	11	Joshua Hornbeck
9	Aaron Borruel	8	barbara johnson	8	Suzanne Williams
8	johnny dickinson	5	Pat Nelson	7	Chelsea Drennan
7	MARK HERISON	4	Hector Saul Cantu	6	Timothy Bufford
6	Raymond J. Simpson Jr.	3	Ian Ramsay	5	BERNARDO ESCOBAR
3	CHUCK ALLEN	2	Gilbert B. Bradham, Jr.	4	Cathy Haigwood
2	Lyn Misserville	1	lisa gordon	1	Bobby Stipp
1	Dalton J.Kates				

	September		**August**		**July**
30	ellsworth borchardt	31	bonnie poole	30	Ada Jones Dippel
29	Etienne A. Gibbs	30	Tim Trout	29	VICKI LORENZ
28	Gordon Neuls	27	patricia kazdal	28	Michelle Mondhsein
27	Margo Pitts	26	Larry Coleman	27	mike misiti
24	LOREEN STOCKDALE	25	herb menzel	26	Alexzander
23	Erik J. McDonald	24	teddy@cameron.net	23	JOHN JONES
22	phil evans	23	Holly Ross	22	David Lockwood
21	TIFFANY BOSCAN	20	Chris Jung	21	Kenneth Bigda
20	George Salsbury	19	Mark Gulitz	19	charles w. graham
17	desiree	18	Kelly Jo Jones	16	christine griggs
16	velmo holm	17	Dorothy Clarke	15	Tracy Vinz
15	Ronny Bakous	16	Lee Musolf	14	mike hudson
14	BJ Deese	13	Harold Wega	13	Charlene Beck
13	chris mccann	12	Genny Westervelt	12	Gerald Doctor
10	AMY HOCHSTETLER	11	Theresa Gayle	9	Holland Foell
9	uma singh	10	James Micah Smith	8	Anthony Guirguis
8	Lisa Reznick	9	Dan Buske	7	jennifer garrison
7	Lisa Morrow	6	Josh Magness	6	dd donnelly
3	Elizabeth A. Lett	5	Abdullah Haydar	5	Cynthia L. Smith
2	Gabriel Solorzano	4	Brad Washburn	2	Cody Zickefoose
1	rozena c. jones	3	karen raus	1	Wilber J. Greer Jr.

		2	David Leiva		
	June		**May**		**April**
30	john a. kivlen jr	31	Jerry Schroeder	30	Alison Tobin
29	Theresa Williamson	28	Justin Dean Penner	29	cdoyleok@cox.net
28	Diane Kitzmiller	27	Brian McCauley	28	LARRY LUCHTEFELD
25	Delia Troxell	26	Amanda Hathaway	27	Rick Aleshire
24	Melanie Sinclair	25	John Barnard	26	sean mcdermott
23	Christine Turple	24	Tom Misuraca	23	Ann Marie Shamess
22	Eric Mullin	21	karen rhyne	22	STEPHANIE SOSA
21	CODY J. LONG	20	Melissa Wrolstad	21	Lynn Bushey
18	Tina Clements	19	Brenda Bertino	20	Seneca Pierson
17	David Nieporent	18	Earl Banks	19	keith romines
16	Jeff Paulsen	17	Stephen Boissiere	16	Lois Pruiett
15	Matthew Bowman	14	Ronald C. Winchell	15	Wilson Smith
14	cliff jones	13	KAREN DELEON	14	Damon Wilkinson
11	Malcome Ladner	12	James Rhodes	13	Jason Haller
10	Randal Lee Artman -- >8yrs	11	richard britton	12	Cathy Koltavary
		10	Randy Smith	9	jeffrey beavers
9	Robert Koscielniak	7	Brady young	8	NORMA J. RICKMOND
8	Dennis Pointer	6	OLGA ZARAS	7	Nicholas P Ryan
7	Jeffrey N. Weiss	5	Sharla Kalauawa	6	Cynthia Smith
4	Lesley Barton	4	Allyson Lensing	5	Heidi Jacob
3	Kisha Clark	3	Mark Jacobsen	2	Peggy Kline
2	cammy winters			1	Teri Weinstein-Trivizas
1	Sandra Gulliver				
	March		**February**		**January**
31	gerald ferron	27	Michael Burt	30	Wesley Goodwin
30	Eric Severson	26	Cindy Anderson	29	Kim Ailing
29	Arthur C Lee	25	Raymond Stevenson	28	Hobert A. Sweet
26	Mike Green	24	Nicholas Hilderbrand	27	Robert Armstrong
25	James Robert Gaboriault	23	Stephen Miller	26	Joseph Moreland
		20	Joseph Gdowski	23	Patricia Froehner
24	Ronald Bencks	19	jeff	22	Suzanne Hutt
23	William Reynolds	18	Chris Boatwright	21	Kristen Fitzpatrick
22	Greg Stewart	17	Judy Laing	20	sarangerel roth
19	Rita Fielhauer	16	Brian Jetty	19	Tom Jardine
18	Phil Britt	13	tom	16	Laura Vandewarker
17	charles hoag	12	RACHEL FRANCIS		
16	David Maxwell	11	tyler inman		
15	mike cannone	10	David Thomas		
12	Connor Landgraf	9	Daniel Sharpe		
11	John Owen	6	Nancy Carole Bass		
10	Mike Kulcsar	5	Abby Wilkerson		
9	Thomas L Phillips Jr.	4	John W Chambers III		
8	Katherine DePasquale	3	Les Lehs		
5	Joni Jackson	2	Kevin Richardson		

4	Troy Gariss
3	billy wilson
2	Louis C New Jr
1	Logan Josef O'Shell

© 2005 Daisy® Outdoor Products

EXHIBIT 3

Daisy® Outdoor Products

Daisy Outdoor Products, the company that holds the distinction of teaching America how to shoot, remains committed to shooting safety.

Take Aim at Safety–know and practice all 10 safety rules.

9 Guns not in use should always be unloaded.

Keeping guns unloaded when not in use is critical to the safety of you and others. When you are finished shooting, put the trigger safety in the "on" position and unload the gun. Store guns so that they are inaccessible to untrained shooters and store ammunition separately from the gun.

TAKE AIM AT SAFETY
DISCIPLINE · PATIENCE · SELF-CONTROL · RESPONSIBILITY
Daisy Outdoor Products

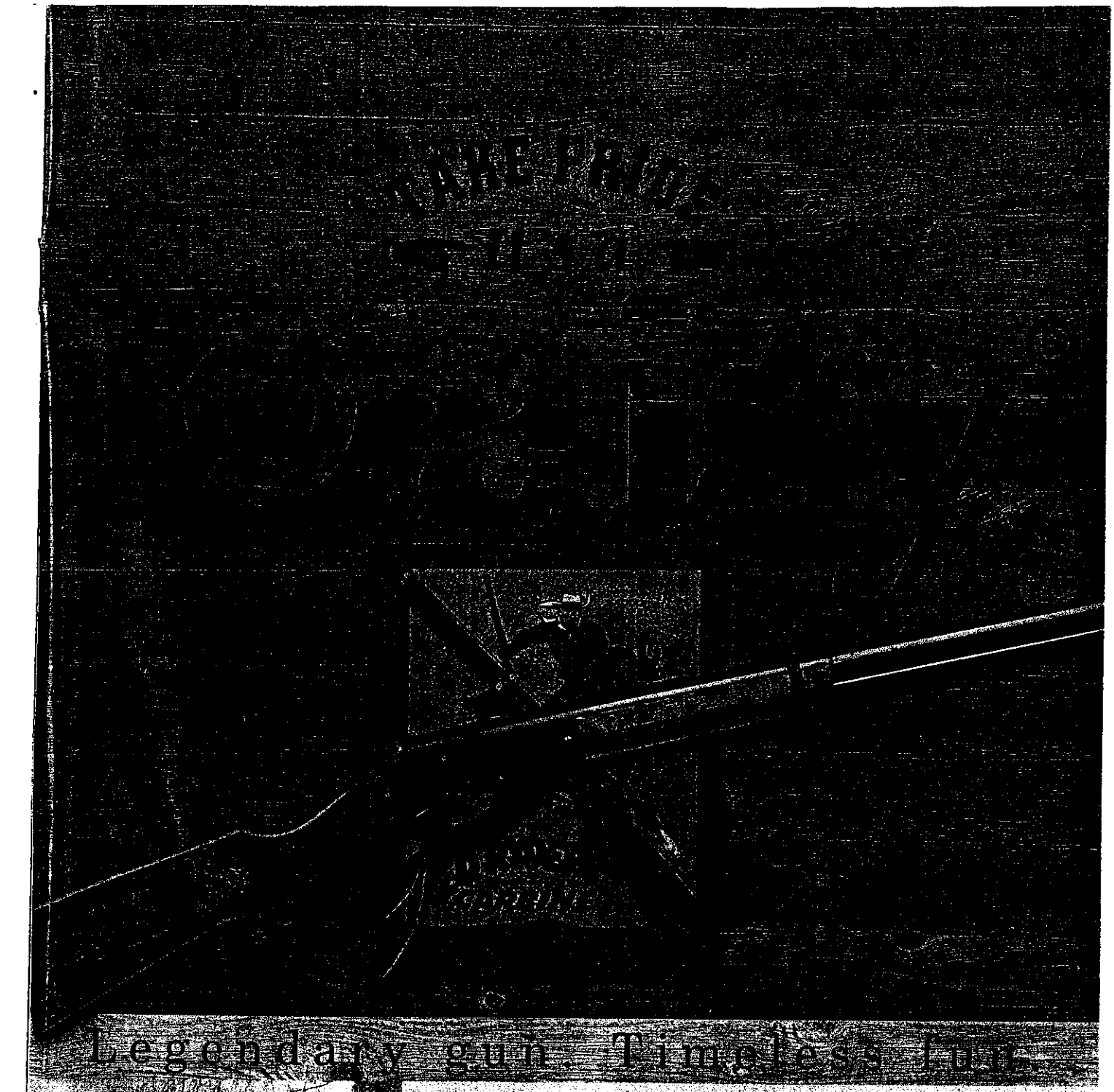
USA Shooting Team.

Daisy is a proud sponsor of the USA Shooting Team

Take Aim At Safety and Win.

Learn Daisy's Ten Shooting Safety Rules, earn a certificate and enter our sweepstakes. You may win a VIP tour of the USA Shooting Team training facility in Colorado Springs.

Go to www.daisy.com for details.



Legendary gun. Timeless fun.

The Classic Daisy Model 1938 Red Ryder®. True legends live forever. Take the Daisy Red Ryder air rifle. It's been inspiring self-confidence, imaginations – and more than a few good stories – since 1938. Perhaps no other gun holds such a special place in the hearts of generations of Americans. Why? Because, now as always, with a Daisy Red Ryder the fun times – and memories – never seem to end.

TAKE AIM AT SAFETY
Daisy Outdoor Products

Take Aim at Safety and Win. Visit www.daisy.com for more ways to get youth interested in shooting. They can learn Daisy's Ten Shooting Safety Rules, earn a Safety Certificate and enter a sweepstakes to win a VIP tour of the USA Shooting Team Training Facility in Colorado Springs.

Daisy is a proud sponsor of the USA Shooting Team

Daisy®
Take pride, it's a Daisy

Red Ryder® is a registered trademark of Red Ryder Ent. Inc. Produced under license from Red Ryder Ent. Inc.

EXHIBIT 4

May Kill Someone.

TAKE AIM
DISCIPLINE · PATIENCE · SELF-CONTROL · RESPONSIBILITY
AT SAFETY
Daisy Outdoor Products

This Gun is for
Ages 16 and Over.
Adult Supervision
Required.
Careless use or
Misuse of this Gun
May Kill Someone.

TAKE AIM
DISCIPLINE · PATIENCE · SELF-CONTROL · RESPONSIBILITY
AT SAFETY
Daisy Outdoor Products

This Gun is for
Ages 16 and Over.
Adult Supervision
Required.
Careless use or
Misuse of this Gun
May Kill Someone.

TAKE AIM
DISCIPLINE · PATIENCE · SELF-CONTROL · RESPONSIBILITY
AT SAFETY
Daisy Outdoor Products

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TAKE AIM
DISCIPLINE · PATIENCE · SELF-CONTROL · RESPONSIBILITY
AT SAFETY
Daisy Outdoor Products

This Gun is for
Ages 16 and Over.
Adult Supervision
Required.
Careless use or
Misuse of this Gun

EXHIBIT 5

Exhibit F

Objectives

- Affirm Daisy as a responsible corporate citizen, committed to making safe products and to the safe use of its products
- Educate consumers regarding shooting safety rules
- Promote safe use of Daisy products

Audiences

- Consumers – both existing and potential Daisy-product owners
- Media – both industry trade and consumer

Strategies

- Establish and fund comprehensive educational campaign entitled "Take Aim at Safety"
- Dedicate creative messages and media expenditure to promoting Ten Shooting Safety Rules under the umbrella of "Take Aim at Safety" campaign.
- Offer free copy of Ten Shooting Safety Rules via mail
- Focus Daisy's website on prominently displaying/promoting Ten Shooting Safety Rules
- Invite website visitors to read Ten Shooting Safety Rules and take a quiz
- Reward those who score 100% on the website quiz with a personalized certificate
- Provide additional incentive to read Ten Shooting Safety Rules and successfully complete quiz by offering daily prize drawings for Take Aim at Safety pins and a grand prize of a trip to include a V.I.P. tour of the USA Shooting training facility on the grounds of the Olympic Training Center in Colorado Springs, Colorado.
- Promote existing Shooting Safety Education programs with U.S. Jaycees, 4-H, National Guard etc.
- Seek additional promotional partnership opportunities - in cooperation with conservation groups

Media

The highlight of the media plan is a multi-media relationship with Jackie Bushman's Buckmasters organization that includes showcasing each of the ten safety rules within their television program. Daisy's television commercials that air within the program will emphasize the importance of reading, knowing and following the Ten Shooting Safety Rules. Eighteen Buckmasters' magazine ads will be dedicated to promoting the Ten

Shooting Safety Rules as well as the opportunity to win valuable prizes as an incentive to read, know and follow the Ten Shooting Safety Rules.

Packaging

We will apply a Take Aim at Safety label to the face of all Daisy brand and PowerLine brand long guns.

Additional Optional Plans/Materials

Sponsorship of USA Shooting Team
Daisy would explore a sponsorship opportunity with USA Shooting Team, utilizing athletes to further promote our Take Aim at Safety campaign message.

Safety CD
Daisy is exploring an opportunity to offer a free CD ROM which would promote the Ten Shooting Safety Rules, quiz users on their knowledge and reward them by "unlocking" valuable outdoor theme game software.

Events and Expos
Daisy is exploring an opportunity to create a custom mobile airgun shooting range which would enable the company to teach shooting safety at even more locations, events and expositions.

EXHIBIT 6

Daisy® Outdoor Products

September, 2004

Dear Valued Retailer,

Daisy knows you share our dedication to promoting shooting safety.

Because of the high volume of airguns sold during the fourth quarter, we urge you to display these ten shooting safety rules in a prominent place (such as at the cash register or adjacent to the airgun display). Please review these important rules with your customers who purchase airguns.

A similar shooting safety rules flyer is included for the purchaser inside every Daisy rifle and pistol package.

If you need additional posters, please don't hesitate to call on us.

Thank you,

Daisy

---

1. ALWAYS KEEP THE MUZZLE POINTED IN A SAFE DIRECTION.
2. TREAT EVERY GUN AS IF IT WERE LOADED.
3. ONLY LOAD OR COCK A GUN WHEN YOU ARE SHOOTING.
4. CHECK YOUR TARGET AND BEYOND YOUR TARGET.
5. ANYONE SHOOTING OR NEAR A SHOOTER SHOULD WEAR SHOOTING GLASSES.
6. NEVER CLIMB OR JUMP WITH A GUN.
7. AVOID RICOCHET.
8. KEEP THE MUZZLE CLEAR.
9. GUNS NOT IN USE SHOULD ALWAYS BE UNLOADED.
10. RESPECT OTHER PEOPLE'S PROPERTY.

LEARN AND PRACTICE THESE

10 SHOOTING SAFETY RULES

Airguns are real guns, not toys. Use only age appropriate airguns.
You or others could be seriously injured or killed if these rules are not followed.

1

ALWAYS KEEP THE MUZZLE POINTED IN A SAFE DIRECTION.

There are several safe "carries" depending on the situation. NEVER ALLOW THE MUZZLE TO POINT IN THE DIRECTION OF A PERSON.

2

TREAT EVERY GUN AS IF IT WERE LOADED.

You can never be positive that you were the last person to handle the gun. Never take anyone's word about whether or not a gun is loaded. Always check a gun to see if it is loaded when removed from storage or received from another person. Even if you have fired an airgun one or more times and no pellet or BB was expelled from the barrel, it does not mean that the magazine of the gun is empty of ammunition. Any airgun can fail to feed for any number of reasons. Continue to treat the airgun as loaded and ready to fire. ALWAYS TREAT A GUN AS IF IT IS LOADED EVEN IF YOU KNOW IT ISN'T.

3

ONLY LOAD OR COCK A GUN WHEN YOU ARE SHOOTING.

A loaded gun has no place in your home or other public place.

4

CHECK YOUR TARGET AND BEYOND YOUR TARGET.

Be sure all persons are well clear of the target area before you shoot. Check behind and beyond your target to be certain you have a safe backstop and that no person or property could be endangered.

5

ANYONE SHOOTING OR NEAR A SHOOTER SHOULD WEAR SHOOTING GLASSES.

Also, all other persons should remain behind the shooter.

6

NEVER CLIMB OR JUMP WITH A GUN.

You can't control the direction of the muzzle if you stumble or fall. You should safely lay the gun down or hand it to a companion while you climb or jump over anything.

7

AVOID RICOCHET.

Never shoot at a flat hard surface or at the surface of water. Ammunition can ricochet off of water just like a skipped rock.

8

KEEP THE MUZZLE CLEAR.

Never let anything obstruct the muzzle of a gun. Don't allow the muzzle to come in contact with the ground.

9

GUNS NOT IN USE SHOULD ALWAYS BE UNLOADED.

Keeping guns unloaded when not in use is critical to the safety of you and others. When you are finished shooting, put the trigger safety in the "on" position and unload the gun. Store guns so that they are inaccessible to untrained shooters and store ammunition separately from the gun.

10

RESPECT OTHER PEOPLE'S PROPERTY.

Whether you're target shooting or hunting, if you're a guest on others' land, you should leave it exactly as you found it.

TAKE AIM AT SAFETY
DISCIPLINE · PATIENCE · SELF CONTROL · RESPONSIBILITY
Daisy Outdoor Products

LEARN TO SHOOT SAFELY

Daisy Outdoor Products has a rich heritage of teaching young and first time shooters to shoot safely. In order to effectively implement shooting education programs nationwide, Daisy has partnered with the following organizations which teach shooting safety and provide additional shooting safety materials and information. We encourage you to contact Daisy at 800-643-3458 or one of these organizations to sign up for a shooting safety class in your area.

PROGRAM MATERIALS & EQUIPMENT

- Daisy Outdoor Products
  800-713-2479
  www.daisy.com

PROGRAM INFORMATION

- **American Legion Junior Shooting Sports Program**
  317-630-1249
  www.legion.org
- **NRA Youth Programs**
  800-672-3888 ext.1505
  www.nrahq.org/youth
- **Daisy/Jaycees Shooting Education Program**
- **The United States Junior Chamber of Commerce**
  800-529-2337
  www.usjaycees.org
- **4-H Shooting Sports**
  Call Your County Extension Agent
  www.4-h.org
- **Junior Olympic Shooting Program**
  719-866-4670
  www.usashooting.com

EXHIBIT 7

⚠ WARNING:

Always treat this gun as if it is loaded, whether you think it is loaded or not. Even if the gun fails to fire a BB or pellet one or more times, do not assume it is unloaded. Any airgun may fail to fire for a variety of reasons. Never point the gun in an unsafe direction or at another person.

Daisy Outdoor Products

EXHIBIT 8

#0040

Daisy®

BBs

! WARNING: AIRGUNS ARE NOT TOYS. ADULT SUPERVISION REQUIRED. MISUSE OR CARELESS USE MAY CAUSE SERIOUS INJURY OR DEATH. STORE BBS AND GUN SEPARATELY TO KEEP THEM FROM UNTRAINED SHOOTERS. BE CAREFUL - SHOOT SAFELY.

1. ALWAYS POINT THE GUN IN A SAFE DIRECTION.
2. ALWAYS TREAT EVERY GUN AS IF IT WERE LOADED.
3. ANY GUN MAY FAIL TO LOAD, FEED OR FIRE A BB FOR A VARIETY OF REASONS. EVEN IF THE GUN FAILS TO FIRE A BB ONE OR MORE TIMES, DO NOT ASSUME IT IS UNLOADED.
4. A BB CAN SERIOUSLY INJURE OR KILL YOU OR OTHER HUMANS IF IT IS FIRED IN AN UNSAFE DIRECTION.
5. SHOOT SAFELY.

Part No. 146614-000

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