

With increasing urbanization and access to shooting/hunting areas in decline, a primary means for young potential shooters to come into contact with firearms and ammunition is through virtual gaming scenarios, both in gaming/app platforms and through web-based experiences. Gaming allows millennials without access to shooting facilities or mentors to be exposed to shooting.

MCD believes being included in these games will be beneficial to FGI and help create brand preference among the next generation who experiences these games, allowing FGI to win our fair-share of these young consumers.

We must, however, ensure games FGI brands are included in properly reflect FGI's brands, values, and marketing strategies.

The following are guidelines in which FGI products could and cannot be considered for use in gaming scenarios.