

REPRESENTING VICTIMS OF MASS SHOOTINGS

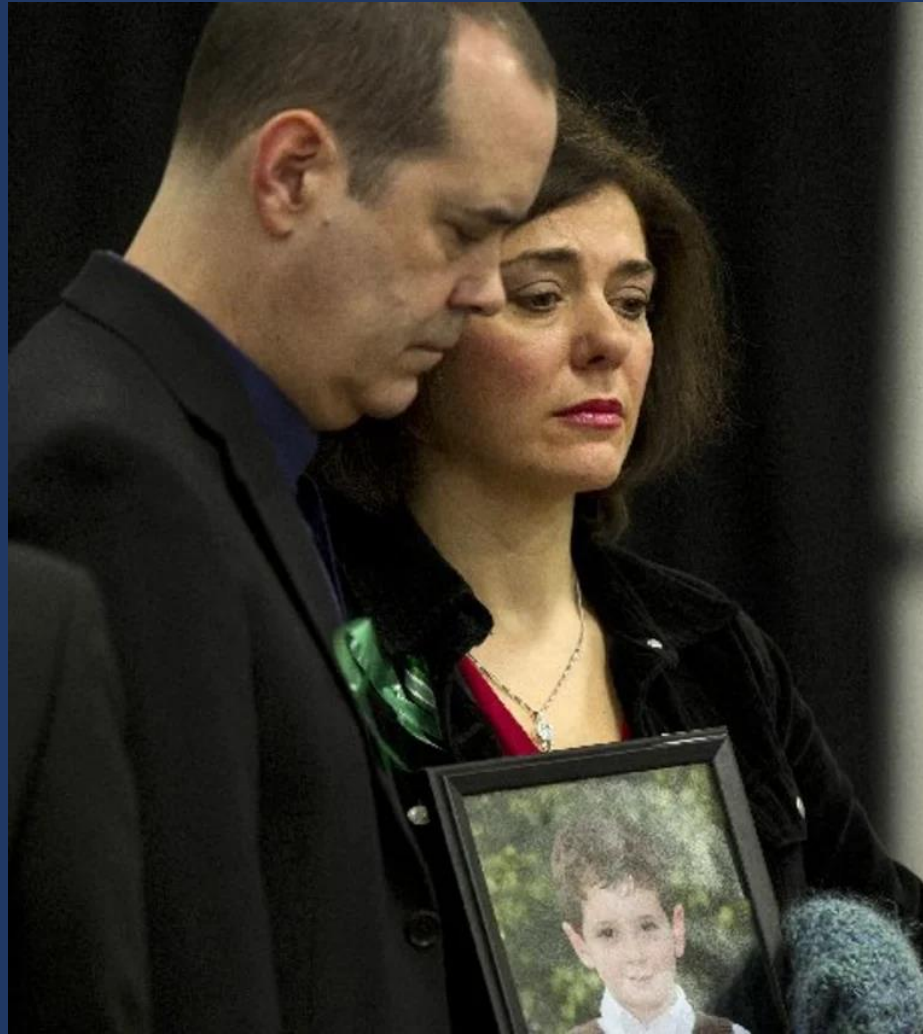
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GRIEF AND SURVIVAL

“after the shock of... Ben’s murder... I felt like I was under water and...
I didn’t know which way was up.”

- David Wheeler

“It nearly broke us, to be quite honest with you; because managing the shooting-murder of
your seven-year-old, in his classroom, is about all we could manage, and to provide love
and normalcy for [our surviving children].”

- Mark Barden

“...I was looking for something to keep me stable, because my compass was spinning – I
didn’t know which way was what.”

- Robbie Parker



PRE-SUIT INVESTIGATION

As filed with the Securities and Exchange Commission on March 23, 2010
Registration No. 333-162595

**UNITED STATES
SECURITIES AND EXCHANGE COMMISSION**
Washington, D.C. 20549
Pre-effective
AMENDMENT NO. 3
to
FORM S-1
REGISTRATION STATEMENT
UNDER
THE SECURITIES ACT OF 1933
FREEDOM GROUP, INC.

Our core products are ranked #1 across their respective U.S. commercial product categories.

<u>Categories</u>	<u>U.S. Market Position</u>	<u>U.S. Market Share</u>
Firearms		
Shotguns	#1	31%
Traditional Rifles	#1	37%
Modern Sporting Rifles	#1	48%
Ammunition	#1	33%

We believe that a meaningful percentage of current firearm sales are being made to first time gun purchasers, particularly women. We further believe that the introduction of first time shooters, as well as the renewed interest of many existing shooters, will translate to increased participation across the ever-widening array of shooting sports. In addition, the continued adoption of the modern sporting rifle has led to increased growth in the long gun market, especially with a younger demographic of users and those who like to customize or upgrade their firearms. We view this current increase in demand as having significant long-term benefits, including expanding the popularity of shooting sport categories, as well as providing an opportunity to cultivate new, and renew existing, long-term customer relationships across our portfolio of products and brands.

PRE-SUIT INVESTIGATION

“BUSHMASTER” semi-automatic rifle [Exhibit #17]


A Bushmaster caliber .223 rifle, model XM15-E2S with associated serial number L534858 was located on the floor of classroom #10 and was seized as Exhibit #17. This rifle was located west of the southern-most cluster of desks



CLASSROOM #10 (Continued)


On the floor within inches of the barrel of Exhibit #17 (Bushmaster Rifle), there were two (2) empty “PMAG 30” magazines duct taped together in a tactical configuration. These two (2) magazines were seized as Exhibit #18. There was one (1) live round of 5.56 mm ammunition located on the floor in close proximity to the west side of the barrel of Exhibit #17 (Bushmaster rifle). This round was seized as Exhibit #34.

PRE-SUIT INVESTIGATION




**FORCES OF OPPOSITION, BOW DOWN.
YOU ARE SINGLE-HANDEDLY OUTNUMBERED.**

Introducing the world's most adaptive modular rifle. The new Bushmaster® ACR® (Adaptive Combat Rifle) System. The first of its kind, and the only rifle you need to master the infinite number of extreme scenarios you'll face in the worlds of law enforcement and personal defense. Our new Bushmaster ACR System redefines the term "modular" with the extraordinary ability to change calibers, barrel lengths and stock configurations in minutes – without the use of tools. Truly the most versatile and adaptive rifle ever conceived, it was born of a collaborative effort between Bushmaster, Magpul® and Remington® to create the ultimate military combat weapons system. We're proud to unveil the evolution you see here – built specifically for our law-enforcement and tactical markets. It's tested and proven reliable in the most brutal conditions on earth, truly ambidextrous and the uncompromising choice when you demand a rifle as mission-adaptable as you are. The Bushmaster ACR.




**CONSIDER
YOUR MAN CARD
REISSUED.**



**BUSHMASTER
FIREARMS**

If it's good enough for the professional, it's good enough for you. Bushmaster. The world's finest commercial AR-platform rifle.

To find a dealer near you, visit
WWW.BUSHMASTER.COM/MANCARD



**BUSHMASTER
FIREARMS**

We build each Bushmaster® rifle with you in mind.

Your purpose is our purpose.

We serve in law enforcement and the military. We win 3-gun and high power long range shooting events.

When you need to perform under pressure, Bushmaster delivers.

Your new rifle is a Bushmaster.

The finest AR-style platform rifle in the world.

**PRIDE.
CRAFTSMANSHIP.
PERFORMANCE.
TECHNOLOGY.**

**READY FOR ANYTHING.
PREPARED FOR EVERYTHING.**

PRE-SUIT INVESTIGATION



PRE-SUIT INVESTIGATION CONFIRMED



Gaming Strategy: Internal

DRAFT

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Gaming Strategy

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.

Previous experience tells us people will seek out the brands of the guns. A lack of direct branding helps to shield us from implications of a direct endorsement while still receiving benefit from inclusion in the game.

GRIEF AND PURPOSE

“My hope for this lawsuit is that by facing and finally being penalized for the impact of their work, gun companies along with the insurance and banking industries that enable them will be forced to make their practices safer than they’ve ever been, which will save lives and stop more shootings.”

- Nicole Hockley

"Our loss is irreversible, and in that sense this outcome is neither redemptive nor restorative... What is lost remains lost... However, the resolution does provide a measure of accountability in an industry that has thus far operated with impunity. For this, we are grateful.”

- Veronique De La Rosa & Lenny Pozner