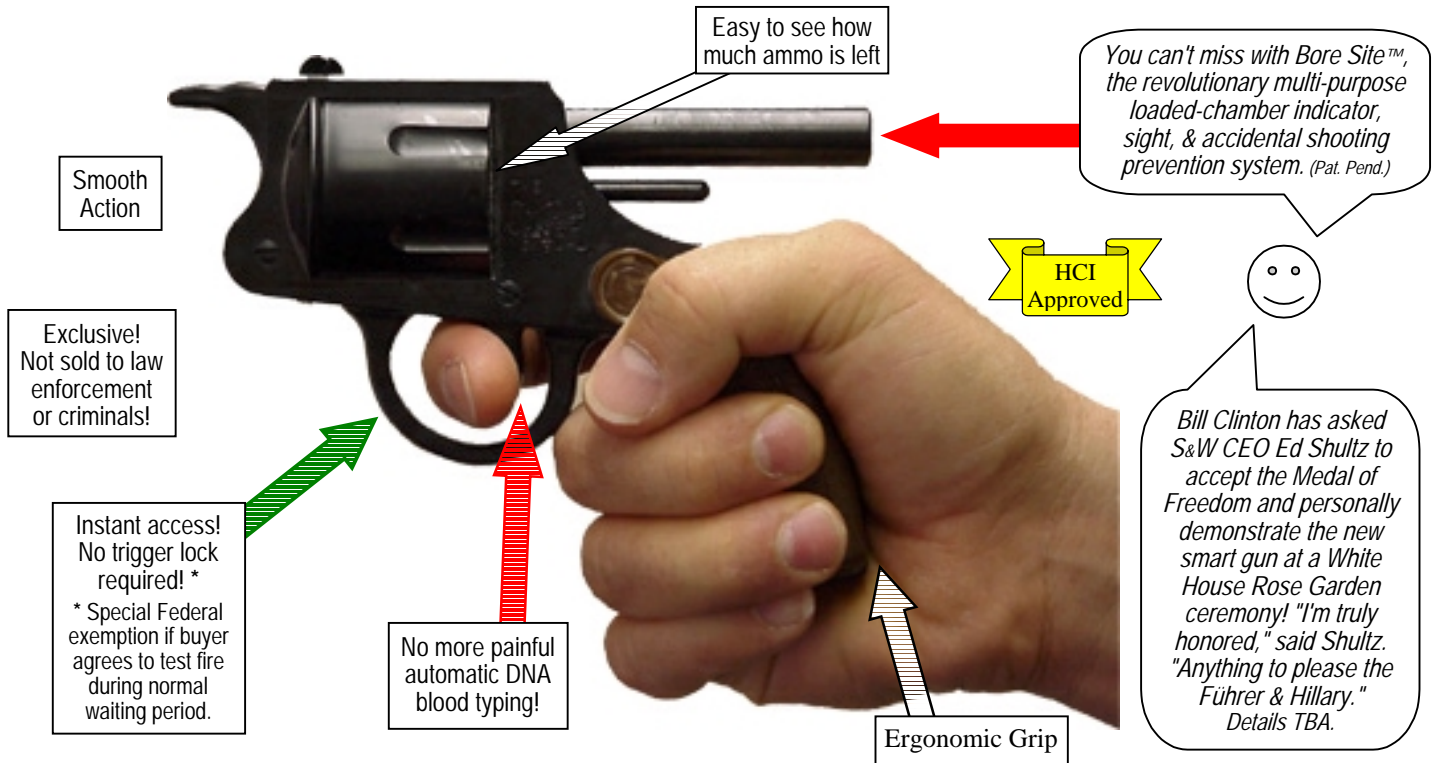


Introducing... **The Ultimate** in **Smart Gun** Technology

The **Smith & Wesson Citizen Special**

- Radically simplified concept compared to earlier, less reliable models!
- Eliminates bulky on-board computer, fingerprint/DNA recognition, modem uplink for instant registration checks, etc.
- No more warm-up required! Ready for Emergency Use!
- New ammo supply monitor



The only gun in America...

- Guaranteed for Life.
- Certified, "2nd Amendment protected" by Bill Clinton & Handgun Control Inc.!
- Exempt from carry restrictions; safe storage & trigger lock requirements; waiting periods & background registration checks! *

At last, the final solution to the gun question.
– Sen. Charles Schumer

What the experts are saying:

Ed Shultz outsmarted everyone on this, including himself. Once you try it you won't need any other gun. We can't compete.
– **Anonymous gun industry executive**

It took genius to boil the complex issues & agendas of gun control down to their logical conclusion and simplest common denominator. S&W's British owners, and all of us, are lucky to have Ed running the show. I bet he gets knighted for this. – **Sen. Dianne Feinstein**

NRA's insider political realists use sophisticated compromise tactics to delay unreasonable gun controls. That's why we made Bill Ruger a hero for helping pass the magazine & semi-auto bans – after members cooled off of course – and it's why we give A ratings to appeasers like Sen. Orrin Hatch. But they've got nothing on Ed. No one can accuse a collaborator like him of being naive or principled. – **Jim Baker**, NRA-ILA

At NSSF, we say Congress has the right to control gun design. If we all follow S&W's lead, they won't have to. – **Bob Delfay**

We thought it was a bit early to push smart guns, so we caved on trigger locks, criminalizing easy access, juvenile bans & instant gun show registration, and we demanded enforcement of all gun controls. But Ed's quantum leap nearly preempted our own preemptive surrender. And now with GW in our pocket, we can't miss! – **Kayne Robinson**, NRA VP

It's the perfect gun. Every NRA member should get one. – **Sarah Brady**

We had to condemn S&W while the natives were restless, but we always knew, as soon as the timing was right, Ed belonged in NRA's Hall of Fame with Bill Ruger & Orrin Hatch. – **Sandy Froman**, NRA VP

Our members will buy whatever we tell them. – **Charlton Heston**

I'm not a gun nut. I'm a \$20,000-a-month lobbyist with a \$15,000-a-month "expense account". I can't always agree with Sarah, but we think it's a reasonable compromise. One of Chuck's autographed silver bullets will accompany every Citizen Special. – **Wayne LaPierre**

Smith & Wesson: *The smartest can also be the simplest.*

For a "FREE" 84-glossy-page annual report shipped from England go to: www.tomkins.co.uk and click on "Information Requests"

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Smith & Wesson Memo

RE: **STATUS REPORT FROM THE COLONIES**

FR: **Ed Shultz**, CEO, **Smith & Wesson**

TO: **Gregory Hutchings**, Chairman, **Tomkins, PLC**; London, England

CC: **{The Winning Team}**: {Charlton Heston, Sarah Brady, Orrin Hatch, Bill Clinton, Wayne LaPierre, Janet Reno, James Jay Baker, Dianne Feinstein, Kayne Robinson, Charles Schumer, Sandy Froman, Al Gore, Marion Hammer, Tony Blair}

CC: **{Tomkins Board}**: {I.A. Duncan, R.N. Marchant, A.J. Reading, D.J. Snowdon, R.M. Holland, A.E. Wambold, C.C. Gates}; Other IPs.

Product acceptance of the new Citizen Special smart gun is higher than imagined.

NRA had to oppose the earlier models because their natives were on the warpath again. But they're easy to pacify with a few trinkets and magic tricks from a celeb like Heston, and they forget pretty quick. The new model is so reliable and simple, it's hard to resist, and anyway most NRA members would jump off a cliff if "He" told them to. Members are calling NRA at 800-672-3888 and raving about the concept (and in their postage paid envelopes too). One gun group even worked up an ad for us ([attached](#)).

It takes a lot to get the attention of big time players like Wayne with \$20,000-a-month salaries, \$15,000-a-month "expense accounts", perks, benefits, retirement, and so forth.

We took a cue from Bill Ruger's rehab from traitor to hero... Or should I say sellout to buyout? Our million-dollar "donation" to the National Firearms Museum, like Bill's, went a long way. (And thanks to the Winning Team, pretty soon that's where NRA members will have to go to see the old "dumb guns"). Agreeing to buy a Heston Silver Bullet for each gun didn't hurt either. Honor is cheap these days, but it isn't free yet. By the way, expect some off-book transfers, and we have a new PR firm.

The way things are going it won't be long before we make the "Colony" thing official again. I can't wait for people to start calling me "Sir Ed" rather than "*Mr.* Ed". God Save The Queen!

Your Loyal Subject,

Ed Shultz

Smith & Wesson: *"Don't pull the trigger unless you see the Silver Bullet"*