

**To:** Maria Butina [redacted@gmail.com]  
**From:** Rob McAllister  
**Sent:** 2015-10-19T14:07:47Z  
**Importance:** Normal  
**Subject:** RE: Brownells  
**Received:** 2015-10-19T14:07:00Z  
[building-small.jpg](#)  
[PeteBrownellsmall.jpg](#)  
[brown logo -plain.png](#)

Hello Maria,

You may be familiar with the Brownells Europe websites we have that expand our business in several major European countries by having a local representative and a website in the local language and currency. We actually have a Russian representative who is a part of this group, but the difficulty we have in adopting this model in Russia at the moment is the political risk that could damage the Brownells brand if we create a very public "Brownells Russia" website. So, we've allowed this Russian representative to purchase products, but not brand his website as "Brownells".

Until the political risks to the brand are resolved we continue to ship direct to consumers as well as larger dealers. We would be pleased if you could connect us with more of these types of customers – or in finding ecommerce retailers in Russia who could resell our products on a large-scale basis (without the need to adopt the brand).

In answer to your questions Brownells was founded 76 years ago and we're now on our 3<sup>rd</sup> generation of Brownells family ownership. We are focused on shooting, reloading and firearms accessories. It is unique in its large assortment of gun parts and it's service to gunsmiths. In the shooting industry Brownells is an upper tier company in the retail channel and Crow is a middle-tier wholesale distributor... but growing rapidly. Internationally we ship to hundreds of countries (dealers and retail) but probably 90% come from Canada, Australia, Russia and the European countries. The European model gives us local representatives in 9 countries (Finland, France, Germany, Italy, Norway, Spain, Sweden, Switzerland and the United Kingdom) and we'll continue to expand.

See attached for images I could find... not too many good ones of the new building yet.

Best regards,

Rob McAllister

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**From:** Maria Butina [mailto:[redacted@gmail.com]]  
**Sent:** Tuesday, October 13, 2015 5:00 PM  
**To:** Rob McAllister <rob.mcallister@brownells.com>  
**Subject:** Re: Brownells

Dear Rob,

I am sorry for the delay of responding to your email. It was a hard week and a lot of traveling.

I am sure that The Brownells has a great opportunity working in Russia. I will be in Moscow a

week before The NASGW Convention and will start some talks about your company in Russia. I already have a couple of ways for this to work perfectly. But before let me know what. Russia as I told you is a very specific country and things work much better in my country if foreign companies do not just sale in Russia but have Russian partners. Often it helps to avoid some problems and make the company closer to the government which one more strong way of protection. What do you think if we find for The Brownells a Russian partner? Are you interested in that? I am doing the same for another company (not guns) from the USA so I know what I am talking about. Let me know you thoughts about this please.

I will also meet some guys who could be your Russian dealers. To make this meeting productive I need from you to answer some questions about The Brownells that I will translate and present for Russians.

Here are the questions:

1. What is the focus of the company? What makes it different for others?
2. When and how the business has been started?
3. Does the company work abroad? In what countries? Does it have any offices and warehouses abroad? Where?
4. What kinds of things do you sale in Russia today and how much?
5. Do you have dealers? If yes - what are the conditions for your dealership?
6. Where the company is located? Does it have any offices in the USA and in other countries? If yes, specify places, please and the year of launch.
7. How many employers do you have?
8. How many customers (approx) do you have?
9. What is the annual amount of sales last year?
10. In what countries does the company work today?

I also ask you to send me 2 pictures - the portrait Pete's photo and the picture of your main office building. And I also need the logo of the company.

As I promised I sent the request to The NRA Headquarters that are going to Moscow in December about could Pete also come that time. I will let you know their decision. Nevertheless if it would not work this time I will be happy to help with a separate trip to Russia for you and Pete when it would be necessary.

Good luck and hope to see you again!

Maria

7 окт. 2015 г., в 16:09, Rob McAllister <[rob.mcallister@brownells.com](mailto:rob.mcallister@brownells.com)>  
написал(а):

Hi Maria,

It was wonderful to meet you today. I hope that we will be able to create new opportunities for international trade in the future. I see great potential in Russia for our industry and especially in the business model Brownells has adopted in Europe. The obstacle we currently have is to be able to pursue this model without the political risk to the Brownells brand elsewhere. Hopefully, this situation will improve, and in the mean time we will continue to look for opportunities without brand risk.

Best regards,

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<image1c9af2.JPG>

**Rob McAllister**

Director of Compliance

**Brownells, Inc.**

200 S. Front Street, Montezuma, IA 50171

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Phone: [REDACTED]

Direct: [REDACTED]

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<image51848e.JPG><image3bbae4.JPG>

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<image4efca7.JPG><image51e9dc.JPG>

Sincerely,

Maria Butina

Founding Chairman / Board Member

All-Russian Public Organization *The Right to Bear Arms*

[REDACTED]