



STURM, RUGER & COMPANY, INC.

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Sturm, Ruger & Company, Inc. Investment Community Communications Policy Effective May 15, 2012

To balance our desire to maintain and cultivate investor interest and confidence in the Company with our limited resources and our need to abide by Regulation FD, we have implemented the following communications policy:

1. No individual meetings will be held with investors or analysts. Our press releases and public filings will continue to be the primary vehicle through which we communicate with the investment community.
2. No financial forecasts or earnings guidance will be discussed with individual investors or analysts. However, investors and analysts are invited to submit questions that, if appropriate, will be addressed by the Company in a manner compliant with Regulation FD at the time of our next quarterly public filing.
3. No financial forecasts or guidance will be given under any circumstances.
4. We anticipate releasing our 2012 quarterly earnings and holding investor conference calls on the following dates:

Period	Earnings Release	Conference Call
Q1 2012	May 1, 2012	May 2, 2012 (Annual Meeting)
Q2 2012	August 1, 2012	August 2, 2012
Q3 2012	October 31, 2012	November 1, 2012
Q4 2012	February 20, 2013	February 21, 2013

5. We anticipate hosting a tour of our manufacturing facility located in Prescott, Arizona in conjunction with the 2013 Annual Meeting of Stockholders for certain analysts, shareholders and other interested parties, subject to certain qualifying criteria. Further information will be made available in Q1 2013.