



STURM, RUGER & CO., INC.

SOUTHPORT, CONNECTICUT 06890 U.S.A.

Investment Community Communications Policy Effective September 16, 2011

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

1. No meetings will be held with individual investors or analysts. Our press releases and public filings will continue to be the primary vehicle by which we communicate to the investment community.
2. No financial information will be discussed with individual investors or analysts. However, investors and analysts will be 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 filing.
3. We anticipate releasing 2011 quarterly earnings and holding investor conference calls on the following dates:

Period	Earnings Release	Conference Call
Q2 2011:	July 27, 2011	July 28, 2011
Q3 2011:	November 2, 2011	November 3, 2011
Q4 2011:	February 22, 2012	February 23, 2011

4. No financial forecasts or guidance will be given, under any circumstances.

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ALL RUGER FIREARMS ARE DESIGNED AND MANUFACTURED IN OUR OWN FACTORIES IN THE UNITED STATES OF AMERICA