



# **STURM, RUGER & CO., INC.**

**SOUTHPORT, CONNECTICUT 06890 U.S.A.**

## **Investment Community Communications Policy Effective May 1, 2010**

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 2010 quarterly earnings and holding investor conference calls on the following dates:

Period	Earnings Release	Conference Call
Q2 2010:	July 28, 2010	July 29, 2010
Q3 2010:	October 27, 2010	October 28, 2010
Q4 2010:	February 23, 2011	February 24, 2011

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