

SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549

FORM 8-K

CURRENT REPORT
Pursuant to Section 13 or 15(d) of the
Securities Exchange Act of 1934

Date of Report (Date of earliest event reported)
March 26, 2008

STURM, RUGER & COMPANY, INC.
(Exact Name of Registrant as Specified in its Charter)

DELAWARE
(State or Other Jurisdiction of
Incorporation)

001-10435
(Commission File Number)

06-0633559
(IRS Employer Identification
Number)

ONE LACEY PLACE, SOUTHPORT, CONNECTICUT 06890
(Address of Principal Executive Offices) (Zip Code)

Registrant's telephone number, including area code **(203) 259-7843**

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions (*see* General Instruction A.2. below):

- Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
- Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
- Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
- Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))

Item 8.01 Other Events

On March 26, 2008, the Company issued a press release announcing the departure of its President, Stephen L. Sanetti, effective May 1, 2008. A copy of the press release is furnished as Exhibit 99.1 to the Current Report on Form 8-K and incorporated herein by reference.

Item 9.01 Financial Statements and Exhibits

Exhibit No.	Description
99.1	Press release of Sturm, Ruger & Company, Inc. dated March 26, 2008 announcing the departure of its President, Stephen L. Sanetti, effective May 1, 2008.

SIGNATURES

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

STURM, RUGER & COMPANY, INC.

By: S/THOMAS A. DINEEN
Name: Thomas A. Dineen
Title: Principal Financial Officer,
Vice President, Treasurer and
Chief Financial Officer

Dated: March 28, 2008



STURM, RUGER & CO., INC.

SOUTHPORT, CONNECTICUT 06890 U.S.A.

FOR IMMEDIATE RELEASE

**STURM, RUGER & COMPANY, INC. ANNOUNCES DEPARTURE OF
PRESIDENT STEPHEN SANETTI TO BECOME CEO OF THE
NATIONAL SHOOTING SPORTS FOUNDATION**

SOUTHPORT, CT – March 26, 2008 – Sturm, Ruger & Company, Inc. (NYSE:RGR) announced that its President, Stephen L. Sanetti, will be leaving Ruger on May 1, 2008 to accept the position of President and Chief Executive Officer of the National Shooting Sports Foundation, the trade association for the firearms industry.

Sanetti was hired by Bill Ruger in 1980 to be Ruger's first general counsel and rose up through the executive ranks to become, in 2003, president and chief operating officer and vice chairman of the Board of Directors. A founding member of the Firearms Litigation Support Committee, Sanetti helped direct the successful coordinated response to municipal lawsuits that threatened the firearms industry in the late 1990s.

The connection between the NSSF and Ruger has always been strong. Bill Ruger was a founding member of its Board of Governors in 1961. It is the trade association for the shooting, hunting, and firearms industry, with a membership of over 4,000 manufacturers, distributors, retailers, sportsmen's organizations, and publishers.

"I am delighted that the NSSF Board has chosen Steve Sanetti to be its next CEO," said Ruger CEO Michael Fifer. "His knowledge of the industry and the issues confronting it, together with his vast product acumen make him a natural for this important and publicly visible position. I look forward to continued close ties between Ruger and the NSSF with Steve Sanetti as its CEO, as we all strive to preserve our heritage of hunting, shooting, and responsible firearms use. While Steve's vast industry experience and passion for firearms will be missed by Ruger, we will share in the industry's good fortune of having Steve lead the NSSF," Fifer concluded.

"It was no easy decision to depart Sturm, Ruger, since I've devoted my life to it since I left the Army 30 years ago," said Sanetti. "But I feel an even higher calling where I can, I hope, be of assistance to the entire firearms industry. I am extremely honored that the NSSF Board has asked me to take to the trail blazed by such industry stalwarts as Warren Page, "Rocky" Rohlfing, Bob Delfay, and of course by outgoing NSSF President Doug Painter. I have always been impressed with the dedication and effectiveness of the NSSF staff. My goal will be to help everyone better understand the legitimacy of

our sports and our products, and why millions of Americans are so dedicated to their enjoyment. With the help of many others who share our beliefs, we will continue to ensure that the great pastimes of hunting and shooting remain available for future generations. This is an awesome responsibility, and I look forward to all of us giving our best efforts to meet tomorrow's challenges," Sanetti concluded.

About Sturm, Ruger

Sturm, Ruger was founded in 1949 and is one of the nation's leading manufacturers of high-quality firearms for the commercial sporting market. Sturm, Ruger is headquartered in Southport, CT, with plants located in Newport, NH and Prescott, AZ.

Sturm, Ruger & Co., Inc.
Arms Makers for Responsible Citizens®
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