



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

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

## **Investment Community Communications Policy Effective April 11, 2008**

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. The Chief Executive Officer and Chief Financial Officer may attend forums from time to time, typically only within the four weeks following our quarterly or annual SEC financial statement filings, to speak with investors and other members of the investment community. Only public financial information will be presented or discussed at these forums. Any material non-public information inadvertently presented or discussed at these forums will be filed in a Form 8-K with the SEC immediately following these forums. Information related to upcoming scheduled forums will be posted on the Ruger website at <http://www.ruger.com/Corporate/S-Forums.html>.
3. 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.
4. No financial forecasts or guidance will be given, under any circumstances.
5. We will consider hosting quarterly conference calls at an appropriate time (perhaps in 2009).