



STURM, RUGER & CO., INC.

SOUTHPORT, CONNECTICUT 06890 U.S.A.

Investment Community Communications Policy Effective September 1, 2009

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