



STURM, RUGER & CO., INC.

Q2 2010 Earnings Conference Call

July 29, 2010

9:00 a.m. EDT



ARMS MAKERS FOR RESPONSIBLE CITIZENS®

RUGER



CAUTIONARY STATEMENT

“Statements made in the course of this presentation that state the Company’s or management’s intentions, hopes, beliefs, expectations or predictions of the future are forward-looking statements. It is important to note that the Company’s actual results could differ materially from those projected in such forward-looking statements. Additional information concerning factors that could cause actual results to differ materially from those in the forward-looking statements is contained from time to time in the Company’s SEC filings, including but not limited to the Company’s reports on Form 10-K for the year ended December 31, 2009 and Form 10-Q for the first and second quarters of 2010. Copies of these documents may be obtained through the Company, our website at www.ruger.com, or the SEC. Furthermore, management disclaims all responsibility to update forward-looking statements.”





STURM, RUGER & CO., INC.

Q2 2010 Earnings Conference Call

July 29, 2010

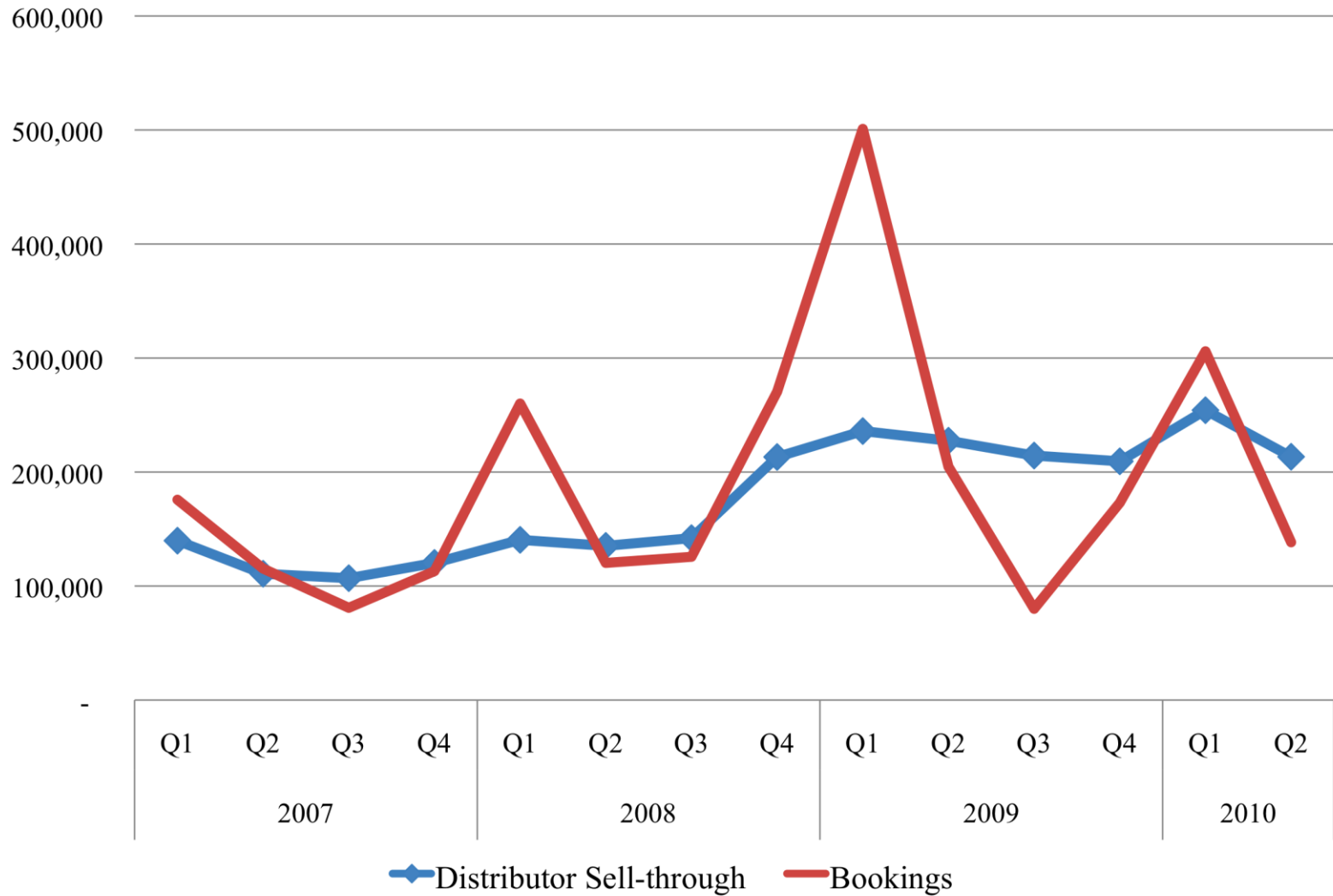
9:00 a.m. EDT



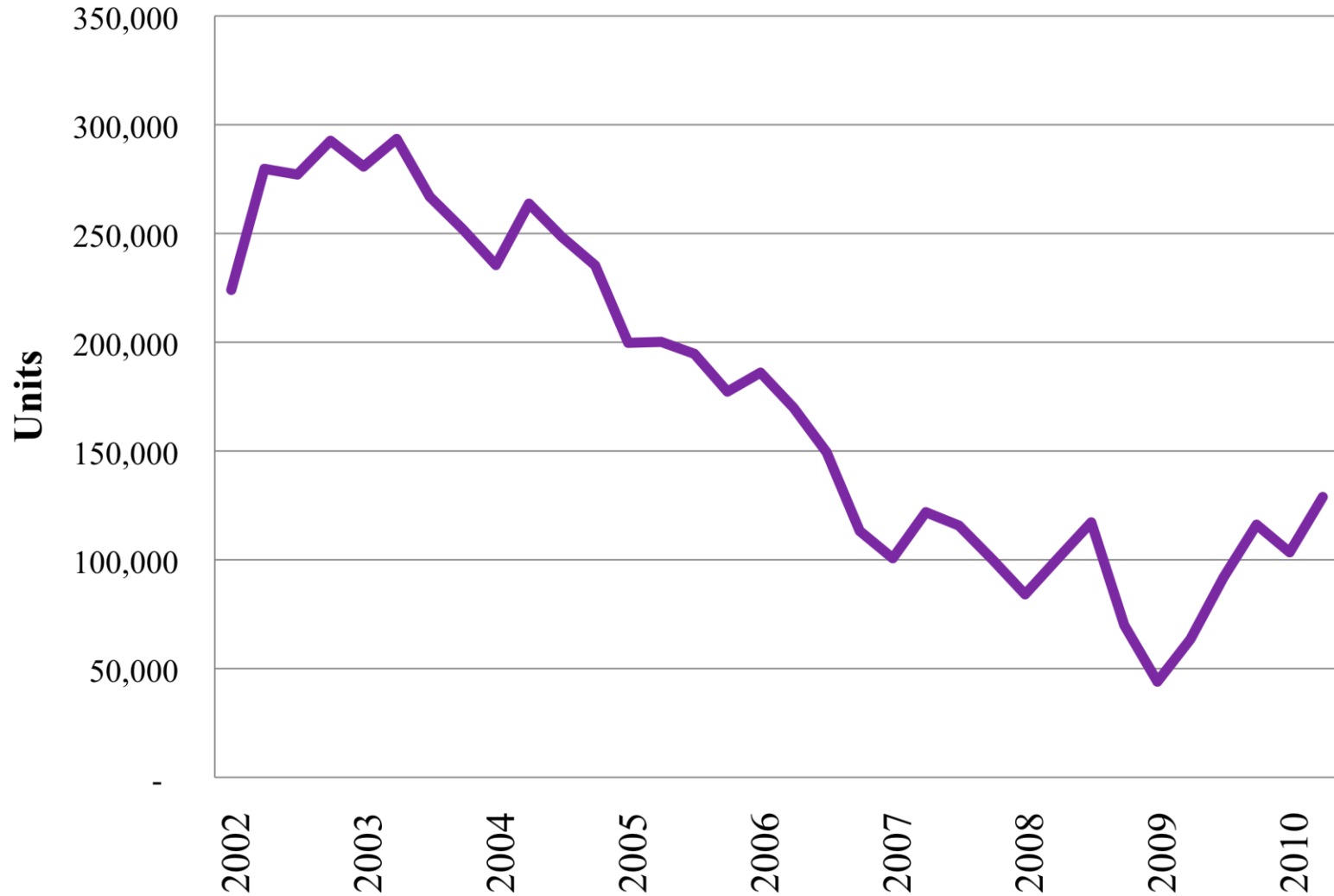
ARMS MAKERS FOR RESPONSIBLE CITIZENS®

RUGER

Distributor Sell-through vs. Bookings



Company and Distributor Finished Goods Inventory





STURM, RUGER & CO., INC.

Q2 2010 Earnings Conference Call

July 29, 2010

9:00 a.m. EDT



ARMS MAKERS FOR RESPONSIBLE CITIZENS®

RUGER