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Ruger and Carhartt Team Up AGAIN for Free Jacket Promotion

Southport, CT August 31, 2010 – Sturm, Ruger & Co., Inc. (NYSE: RGR) is proud to announce the return of the very popular free jacket promotion, once again combining two great American companies with reputations for building rugged and reliable products. Between September 1, 2010 and December 31, 2010, customers who purchase any new, American-made Ruger® bolt-action rifle will receive a free Ruger-branded, American-made Carhartt® jacket.

The 2010 jacket is based on the Duck Active Jac and has been made specifically for Ruger in the United States. It boasts 12-ounce, firm-hand, 100% ring-spun cotton duck with a 100% polyester thermal lining for on-the-job warmth. It includes a thermal-lined hood, rib-knit cuffs and waist, two large hand-warmer pockets, two convenient inside pockets, and triple-stitched main seams. Made in America. Available in sizes small through XXXL, the jacket has a \$75.00 retail value.

Redemption of the free Ruger-branded Carhartt jacket is easy – simply fill out the redemption coupon found at your local firearm retailer and mail it in along with a copy of the sales receipt. Redemption coupons can also be downloaded at www.ruger.com/Carhartt, where you will also find complete promotion details and a copy of the official Terms and Conditions. Offer is for purchases of new Ruger rifles only, and is not valid on rifles previously sold at retail.

Ruger offers a large selection of bolt-action rifles, including the vast M77® Hawkeye® line, as well as the M77® Mark II Target, M77® Mark II Magnum, 77/17®, 77/22® and 77/44® models. With 115 offerings in 31 different calibers and an assortment of stock configurations, finishes and barrel lengths, there is a Ruger bolt-action rifle to meet every shooter's needs. For complete information on the extensive line of American-made Ruger firearms, visit www.ruger.com. To learn more about the full line of Carhartt® clothing and merchandise, visit www.carhartt.com.

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.