



STURM, RUGER & CO., INC.

STURM, RUGER NOW PARTICIPATES IN THE DIRECT REGISTRATION SYSTEM

Sturm, Ruger & Company, Inc. (NYSE:RGR) is pleased to announce that effective August 15, 2007, we will participate in the Direct Registration System ("DRS"), which allows our shareholders to have their ownership in our Common Stock electronically recorded and maintained on the books of our transfer agent, Computershare Investor Services, LLC, without the issuance of a physical stock certificate. We will continue to provide physical stock certificates upon shareholder request.

The NYSE recently announced that as of January 1, 2008, all securities listed on the NYSE will be required to be eligible for DRS except those securities that are specifically permitted under NYSE rules to be book-entry only, such as debt securities and structured products traded on the NYSE Bonds system.

Sturm, Ruger has joined DRS in advance of the NYSE's required participation date in order to immediately offer our shareholders a new world of transactional convenience and efficiency. Benefits to shareholders of holding their Ruger stock through the DRS system include:

- The option to hold shares in book entry or to request certificates at any time;
- The ability to deposit existing paper certificates or shares held through a broker into DRS for safekeeping;
- Shares held via DRS eliminate the risk of losing negotiable paper certificates;
- Shares held via DRS do not require a surety bond (currently 3% of the certificate's fair market value) to replace lost paper certificates;
- DRS transactions occur swiftly and electronically without the need to deliver physical certificates;
- DRS holders have the ability to sell or transfer most DRS shares directly through Computershare's website, www.computershare.com, at reasonable cost (certain types of orders still require a broker's involvement);
- DRS statements are issued upon transaction activity or upon request without fees;
- DRS holders are considered "registered" holders and will therefore receive Company proxy or other mailings directly from Computershare, rather than through a broker with possible delays.

Registered shareholders should remember that their existing stock certificates are still valid. Shareholders may continue to physically hold them and be responsible for their safekeeping, or they may deposit them into Computershare's Direct Registration System. For more information on the Company's participation in the DRS system, please contact Computershare directly at 312-360-5190.