

RUGER®

Investment Community Communications Policy 2017

To balance our desire to maintain and cultivate investor interest and confidence in the Company with our limited resources and our need to abide by Regulation FD, we have implemented the following communications policy:

1. No individual meetings will be held with investors or analysts. Our press releases and public filings will continue to be the primary vehicle through which we communicate with the investment community.
2. No financial forecasts or earning guidance will be discussed with individual investors or analysts. However, investors and analysts are 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 public filing.
3. No financial forecasts or guidance will be given under any circumstances.
4. In 2017, we anticipate releasing earnings and holding investor conference calls on the following dates:

Period	Earnings Release	Conference Call
Q4 2016	February 22, 2017	February 23, 2017
Q1 2017	May 8, 2017	May 9, 2017
Q2 2017	August 1, 2017	August 2, 2017
Q3 2017	October 31, 2017	November 1, 2017

