



**Investment Community Communications Policy
2020**

In order to balance the Company’s desire to maintain and cultivate investor interest and confidence in the Company with the Company’s limited resources and the need to abide by Regulation FD, the Company has implemented the following communications policy:

1. Press releases and public filings will continue to be the primary vehicle through which the Company communicates with the investment community.
2. No financial forecasts or earning guidance will be discussed with investors or analysts under any circumstances. However, investors and analysts are invited to submit questions which, if appropriate, will be addressed by the Company in a manner compliant with Regulation FD at the time of the Company’s next quarterly public filing.
3. Investors and analysts with questions are encouraged to review the Company’s quarterly earnings releases and filings, and are invited to participate in the Company’s quarterly conference calls. In 2020, the Company anticipates releasing earnings and holding investor conference calls on the following dates:

Quarters	Earnings Release	Conference Call
Q4 2019	February 19, 2020	February 20, 2020
Q1 2020	May 12, 2020	May 13, 2020
Q2 2020	July 29, 2020	July 30, 2020
Q3 2020	October 29, 2020	October 30, 2020

4. The Board of Directors and Company management recognize that, on occasion, shareholders may wish to communicate with the Company directly to discuss matters of importance to them and the Company. Given limited resources, the Company cannot accommodate every request. However, shareholders who own at least 1% of outstanding Company shares and desire a meeting should contact the Corporate Secretary and the Company will make a reasonable effort to schedule a meeting, provided the topic and request are appropriate in the discretion of the Company. To contact the Corporate Secretary, please send an e-mail to IR@Ruger.com. If you do not have access to e-mail, you can call (203) 259-7843, select option “8” for Investor Relations, and leave a message including your name, the nature of your inquiry, and a telephone number where you can be contacted.