STURM RUGER & CO INC

Form 4

August 15, 2013

FORM 4

UNITED STATES SECURITIES AND EXCHANGE COMMISSION Washington, D.C. 20549

OMB 3235-0287

Check this box if no longer subject to

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES

Number: January 31, 2005

0.5

OMB APPROVAL

Section 16. Form 4 or Form 5 obligations may continue.

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934, Section 17(a) of the Public Utility Holding Company Act of 1935 or Section 30(h) of the Investment Company Act of 1940

Estimated average burden hours per response...

See Instruction 1(b).

(Print or Type Responses)

1. Name and Add Reid Kevin B	dress of Reporting Person * . Sr	2. Issuer Name and Ticker or Trading Symbol STURM RUGER & CO INC [RGR]	5. Relationship of Reporting Person(s) to Issuer (Check all applicable)		
(Last)	(First) (Middle)	3. Date of Earliest Transaction	(Chech an applicable)		
		(Month/Day/Year)	Director 10% Owner		
C/O STURM	RUGER & CO INC., 1	08/13/2013	X Officer (give title Other (specify below)		
LACEY PLACE			VP & General Counsel		
	(Street)	4. If Amendment, Date Original	6. Individual or Joint/Group Filing(Check		
		Filed(Month/Day/Year)	Applicable Line)		
SOUTHPOR	Г, СТ 06890		_X_ Form filed by One Reporting Person Form filed by More than One Reporting Person		

(City)	(State)	^(Zip) Tabl	e I - Non-D	erivative S	Securi	ties Acqu	ired, Disposed of	, or Beneficiall	y Owned
1.Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deemed Execution Date, if any (Month/Day/Year)	3. Transactio Code (Instr. 8)	4. Securit n(A) or Dis (Instr. 3, 4)	sposed	of (D)	5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4)	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Indirect Beneficial Ownership (Instr. 4)
Common Stock	08/13/2013	08/13/2013	M <u>(1)</u>	14,189 (2)	A	\$ 8.23	29,575	D	
Common Stock	08/13/2013	08/13/2013	F(1)	7,967	D	\$ 56.35	21,608	D	

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

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SEC 1474

(9-02)

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Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)

1. Title of Derivative Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	3. Transaction Date (Month/Day/Year)	3A. Deemed Execution Date, if any (Month/Day/Year)	4. Transactic Code (Instr. 8)	5. Number of actionDerivative Securities 8) Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)		e Exerc tion D n/Day/		7. Title and A Underlying S (Instr. 3 and	Securities
				Code V	(A) (D)	Date Exercis	sable	Expiration Date	Title	Amount or Number of Shares
Employee Stock Option (Right to Buy)	\$ 8.23	08/13/2013	08/13/2013	M <u>(1)</u>	14,18 (2)	39 <u>(</u>	3)	04/28/2018	Common Stock	14,189

Reporting Owners

Relationships							
Director	10% Owner	Officer	Other				
		VP & General Counsel					
	Director		Director 10% Owner Officer VP & General				

Signatures

/s/ Leslie M. Gasper, attorney-in-fact 08/15/2013

**Signature of Reporting Person Date

Explanation of Responses:

- * If the form is filed by more than one reporting person, see Instruction 4(b)(v).
- ** Intentional misstatements or omissions of facts constitute Federal Criminal Violations. See 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).
- (1) Represents cashless exercise of vested stock options.
- (2) Includes 1,189 shares representing options added to Mr. Reid's original option award to maintain its intrinsic value upon the Company's December 21, 2012 issuance of a \$4.50 special cash dividend.
- (3) The options became vested and exercisable in five equal installments beginning on the date of the award and on each of the next four anniversaries of the award.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure. Potential persons who are to respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB number.

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