

Maynard Steven M  
Form 4  
March 05, 2013

**FORM 4**

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

OMB APPROVAL

OMB Number: 3235-0287  
Expires: January 31, 2015  
Estimated average burden hours per response... 0.5

Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

**STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES**

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

(Print or Type Responses)

1. Name and Address of Reporting Person \*  
Maynard Steven M

(Last) (First) (Middle)

C/O STURM RUGER & CO  
INC., 1 LACEY PLACE

(Street)

SOUTHPORT, CT 06890

(City) (State) (Zip)

2. Issuer Name and Ticker or Trading Symbol

STURM RUGER & CO INC [RGR]

3. Date of Earliest Transaction (Month/Day/Year)

03/04/2013

4. If Amendment, Date Original Filed(Month/Day/Year)

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

\_\_\_\_ Director \_\_\_\_\_ 10% Owner  
 Officer (give title below) \_\_\_\_\_ Other (specify below)

VP of Lean Business Dev.

6. Individual or Joint/Group Filing(Check Applicable Line)

Form filed by One Reporting Person

\_\_\_\_ Form filed by More than One Reporting Person

**Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned**

1. Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deemed Execution Date, if any (Month/Day/Year)	3. Transaction Code (Instr. 8)	4. Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)	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)
			Code	V Amount (D) Price			
Common Stock <u>(1)</u>	03/04/2013	03/04/2013	M <sup>(2)</sup>	11,478 <u>(3)</u> A \$ 8.69	15,607	I <u>(1)</u>	with spouse
Common Stock <u>(1)</u>	03/04/2013	03/04/2013	F <sup>(2)</sup>	6,497 D \$ 56.09	9,110	I <u>(1)</u>	with spouse

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. Transaction Code (Instr. 8)	5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)	6. Date Exercisable and Expiration Date (Month/Day/Year)	7. Title and Amount of Underlying Securities (Instr. 3 and 4)	Amount or Number of Shares
Common Stock (Right to Buy)	\$ 8.69	03/04/2013	03/04/2013	M <sup>(2)</sup>	11,478 <sup>(3)</sup>	<sup>(4)</sup> 03/02/2019	Common Stock	11,478

## Reporting Owners

**Reporting Owner Name / Address**

**Relationships**

Director 10% Owner Officer Other

Maynard Steven M  
C/O STURM RUGER & CO INC.,  
1 LACEY PLACE  
SOUTHPORT, CT 06890

VP of Lean Business Dev.

## Signatures

/s/ Leslie M. Gasper,  
attorney-in-fact

03/05/2013

    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) Includes 18,681 shares held directly by Mr. Maynard and the remainder held jointly with Mr. Maynard's spouse.
- (2) Represents cashless exercise of vested stock options.
- (3) Includes 1,478 shares representing vested portion of 1,848 options added to Mr. Maynard's original option award to maintain its intrinsic value upon the Company's December 21, 2012 issuance of a \$4.50 special cash dividend.
- (4) The options are exercisable in five equal installments on each anniversary of the award, beginning on March 2, 2009. The fifth and final installment will become exercisable on March 2, 2014.

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.