Lang Mark Form 4 March 05, 2013

FORM 4

OMB APPROVAL

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

OMB Number: 3235-0287

Check this box if no longer subject to Section 16.

Expires: January 31, 2005

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES

Estimated average burden hours per response... 0.5

Form 4 or Form 5 obligations may continue. See Instruction

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

1(b).

(Print or Type Responses)

1. Name and Ad Lang Mark	ldress of Repor	ting Person *	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				
C/O STURM, RUGER & COMPANY, INC., ONE LACEY PLACE			(Month/Day/Year) 03/04/2013	Director 10% Owner _X_ Officer (give title Other (specify below) Group Vice President			
	(Street)		4. If Amendment, Date Original	6. Individual or Joint/Group Filing(Check			
SOUTHPORT, CT 06890			Filed(Month/Day/Year)	Applicable Line) _X_ Form filed by One Reporting Person Form filed by More than One Reporting Person			
(City)	(State)	(Zip)	Table I - Non-Derivative Securities Acc	quired, Disposed of, or Beneficially Owned			

• • • • • • • • • • • • • • • • • • • •	` '	` 1' 1' 1' 1' 1' 1' 1' 1' 1' 1' 1' 1' 1'	ie i - Non-L	perivative s	securi	ues Acqu	nrea, Disposea oi	, or Beneficial	y Ownea
1.Title of Security	2. Transaction Date (Month/Day/Year)	2A. Deemed Execution Date, if	3.	4. Securit		•	5. Amount of Securities	6. Ownership	7. Nature of Indirect
(Instr. 3)	(Monun/Day/Tear)	any	Transaction(A) or Disposed of (D) Code (Instr. 3, 4 and 5)			Beneficially	Form: Direct	Beneficial	
		(Month/Day/Year)	(Instr. 8)				Owned Following	(D) or Indirect (I)	Ownership (Instr. 4)
					(A)		Reported	(Instr. 4)	,
			Code V	Amount	or (D)	Price	Transaction(s) (Instr. 3 and 4)		
Common Stock	03/04/2013	03/04/2013	M(1)	21,820 (2) (3)	A	\$ 7.97	82,212	D	
Common Stock	03/04/2013	03/04/2013	F(1)	11,895	D	\$ 56.09	70,317	D	

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

Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB control number.

SEC 1474

(9-02)

Edgar Filing: Lang Mark - Form 4

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. Transactio Code (Instr. 8)	5. Number of on Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)	ve Expiration Date s (Month/Day/Year) d (A) sed of		7. Title and Amount of Underlying Securities (Instr. 3 and 4)	
				Code V	(A) (D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares
Common Stock (Right to Buy)	\$ 7.97	03/04/2013	03/04/2013	M(1)	21,820 (2)	(3)	03/03/2018	Common Stock	21,820

Reporting Owners

Reporting Owner Name / Address Relationships

Director 10% Owner Officer Other

Lang Mark C/O STURM, RUGER & COMPANY, INC. ONE LACEY PLACE SOUTHPORT, CT 06890

Group Vice President

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) Represents cashless exercise of vested stock options.
- (2) Includes 1,820 options added to Mr. Lang'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.

Reporting Owners 2