

Cosentino John A Jr  
 Form 4/A  
 May 07, 2013

**FORM 4**

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

OMB APPROVAL

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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 \*  
 Cosentino John A Jr

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

3. Date of Earliest Transaction  
 (Month/Day/Year)  
 05/03/2013

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

(Street)  
 SOUTHPORT, CT 06890

4. If Amendment, Date Original Filed(Month/Day/Year)  
 05/07/2013

6. Individual or Joint/Group Filing(Check Applicable Line)  
 Form filed by One Reporting Person  
 Form filed by More than One Reporting Person

(City) (State) (Zip)

**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 Ownership (Instr. 4)
				(A) or (D) Code V Amount (D) Price			
Common Stock	05/03/2013		M <sup>(1)</sup>	2,888 A	36,610	D	
Common Stock <sup>(3)</sup>	05/03/2013		A	860 A \$ 0	37,470	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. 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)	(2)	05/03/2013		M(1)	2,888	05/03/2013 05/03/2013	Common Stock	2,888
Common Stock (Right to Buy) (4)	(5)	05/03/2013		A	992	05/03/2016 05/03/2016	Common Stock	992

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
Cosentino John A Jr C/O STURM RUGER & CO INC. 1 LACEY PLACE SOUTHPORT, CT 06890	X			

## Signatures

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

05/07/2013

\*\*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) Conversion of restricted stock units upon achievement of time-based vesting requirement.
- (2) Security converted to Common Stock on a one-to-one basis on the date vested in accordance with the terms of the award.
- (3) The restricted stock vests and becomes issuable on the date of the Company's 2014 Annual Meeting.
- (4) Restricted Stock Units subject to time-based and other conditions of the award.
- (5) Securities convert to Common Stock on a one-to-one basis on the date vested in accordance with the terms 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.

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