

July 30, 2015

Introducing the Ruger American Rimfire Rifle with Wood Stock

Sturm, Ruger & Company, Inc. (NYSE: RGR) is excited to introduce the Ruger American Rimfire® rifle with wood stock. In response to customer requests, this new model brings an exciting variation to an already popular rifle line. The stock is made from a hardwood blank in Newport, NH and mated to the popular .22 LR bolt-action in Mayodan, NC, resulting in a rifle with classic good looks and modern performance.

Ruger engineers designed this wood stock to host the same patent-pending Power Bedding® integral bedding block system and free floated barrel that have made the Ruger American Rimfire rifle family outstandingly accurate.

The attractive wood stock features front and rear sling swivel studs, a metal trigger guard, checkering on the grip and forend, and a rubber buttpad to make for a comfortable 13.75" length of pull.

For more information on the Ruger American Rimfire rifle with wood stock or to learn more about the extensive line of award-winning Ruger firearms, visit **Ruger.com** or [Facebook.com/Ruger](https://www.facebook.com/Ruger) To find accessories for the Ruger American Rimfire rifle or other Ruger firearms, visit ShopRuger.com or your local independent retailer of Ruger firearms.

About Sturm, Ruger & Co., Inc.

Sturm, Ruger & Co., Inc. is one of the nation's leading manufacturers of rugged, reliable firearms for the commercial sporting market. The only full-line manufacturer of American-made firearms, Ruger offers consumers over 400 variations of more than 30 product lines. For more than 60 years, Ruger has been a model of corporate and community responsibility. Our motto, "Arms Makers for Responsible Citizens®," echoes the importance of these principles as we work hard to deliver quality and innovative firearms.