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STURM RUGER & CO INC Form 8-K July 14, 2010

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

### FORM 8-K

# CURRENT REPORT Pursuant to Section 13 or 15(d) of the Securities Exchange Act of 1934

Date of Report (Date of earliest event reported)
July 12, 2010

## STURM, RUGER & COMPANY, INC. (Exact Name of Registrant as Specified in its Charter)

DELAWARE 001-10435 06-0633559
(State or Other Jurisdiction of Incorporation) (Commission File Number) (IRS Employer Identification Number)

ONE LACEY PLACE, SOUTHPORT, CONNECTICUT 06890

(Address of Principal Executive Offices) (Zip Code)

Registrant's telephone number, including area code (203) 259-7843

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions (see General Instruction A.2. below):

oWritten communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)

oSoliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)

- o Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
- o Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))

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Item 8.01 Other Events

On July 12, 2010, the Board of Directors of the Company adopted the form of the Company's Amended and Restated 2007 Stock Incentive Plan (the "Plan"). In addition to the changes previously approved on April 28, 2010 (see Exhibit 99.3 to the Company's Current Report on Form 8-K filed with the SEC on April 30, 2010), Section 10 of the Plan (which provided for the grant of stock option awards to new, non-employee directors) was deleted in its entirety.

The full text of the Plan is attached as Exhibit 99.1 to this Current Report on Form 8-K and is incorporated herein by reference and qualifies this disclosure in its entirety.

Item 9.01 Financial Statements and Exhibits

Exhibit No. Description

99.1 Amended and Restated 2007 Stock Incentive Plan.

### **SIGNATURES**

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

STURM, RUGER & COMPANY, INC.

By: /s/ THOMAS A. DINEEN

Name: Thomas A. Dineen

Title: Principal Financial Officer,

Vice President, Treasurer and

Chief Financial Officer

Dated: July 14, 2010