

JUMP REPORT

EARNINGS REPORTING TARGET / TRAJECTORY ANALYSIS

FOR IMMEDIATE RELEASE

UPDATED: May 2, 2016

Note: We have issued a hold for this trade event - as it spiked 6% from open and we are concerned the move is priced in.

Sturm, Ruger & Company, Inc. [RGR] (AMC)

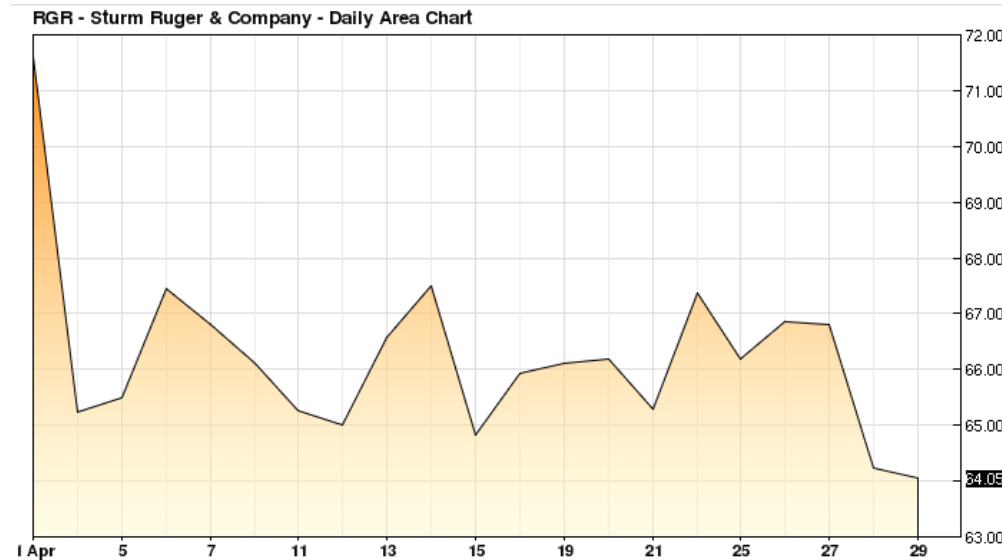
Scheduled for release May 2, 2016(after market close)

Sturm, Ruger & Company, Inc. will be posting its Q116 quarterly earnings results. RGR is expected to post earnings of \$0.96 per share and revenue of \$148 million for the quarter. In the last quarter the company reported \$0.88 earnings per share for the quarter beating the analysts' consensus estimate of \$0.75. RGR is down 11.7% over the last month and up 20.0% over the last 3 months. The stock price is up 25.5% over the last year.

Last 3 Quarters Jump Zone: -6.24%, -11.81%, 9.00%

Consensus Estimates: \$1.01 (whisper) \$0.91 (estimate) \$0.96 (wall street)

StockJumpers trajectory analysis – reveals a positive reaction to the release and a pop up in price. Last quarter was an earnings surprise and the stock soared, and this may be a similar reprise, though not as big. We are long for the event.



STOCK PRICE/HISTORY:

Trading Range (52wk)	48.10-78.09
Average Daily Volume	197K
Market Cap	1.2B
Beta	0.7
SJ Volatility Rank	3

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