

May 11, 2012 at 2:40 p.m.

RAPALA - NOTIFICATION IN ACCORDANCE WITH CHAPTER 2 SECTION 10 OF THE SECURITIES MARKET ACT

Rapala VMC Corporation has received a notification from Viellard Migeon & Cie (Registration nr 535 420 228 RCS Belfort) in accordance with Chapter 2, Section 9 of the Finnish Securities Market Act on the change in its holdings. According to the notification the following changes in holdings have taken place on May 11, 2012:

Viellard Migeon & Cie's holding in shares and voting rights of Rapala VMC Corporation exceeds three tenths (3/10) of the total number of shares and voting rights. Following the transaction Viellard Migeon & Cie owns 11,909,949 shares or 30.18% of all shares and voting rights.

The direct and indirect holdings of Viellard Migeon & Cie in the shares and voting rights are 12,015,259 or 30.44% of all shares and voting rights.

Viellard Migeon & Cie and its subsidiary De Pruines Industries have already exceeded the threshold of three tenths (3/10) prior to this notification (notification March 2, 2011). Viellard Migeon & Cie has been granted an exemption, according to chapter 6, section 15 of the Securities Market Act from the obligation to launch a take over bid, by the Financial Supervision dated July 24, 2008.

Rapala VMC Corporation has a total of 39,468,449 shares and votes.

RAPALA VMC CORPORATION

Jorma Kasslin
Chief Executive Officer

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Rapala VMC Corporation (Rapala) is a leading fishing tackle company and the global market leader in fishing lures, treble hooks and fishing related knives and tools. The Group also has a strong global position in other fishing categories and it is one of the leading distributors of outdoor, hunting and winter sport products in the Nordic countries. The Group has the largest distribution network in the industry. The main manufacturing facilities are located in Finland, France, Estonia, Russia, China, Indonesia and the UK. The Group brand portfolio includes the leading brand in the industry, Rapala, and other global brands like VMC, Sufix, Storm, Blue Fox, Luhr Jensen, Williamson, Dynamite Baits, Marttiini and Peltonen. The Group, with net sales of EUR 279 million in 2011, employs some 2 000 people in 37 countries. Rapala's share is listed and traded on the NASDAQ OMX Helsinki stock exchange since 1998.