

RAPALA VMC CORPORATION CANCELS 468 449 TREASURY SHARES

Rapala VMC Corporation's Board of Directors has decided to cancel 468 449 treasury shares. After the cancellation company has 465 407 treasury shares, which represent 1.2 per cent of the total number of shares. The cancellation does not have an effect on the share capital. A separate stock exchange release will be issued once the cancellation is valid after it has been registered with the Trade Register.

Once the cancellation has been registered, the number of Rapala VMC Corporation's shares is 39 000 000.

RAPALA VMC CORPORATION

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Chief Executive Officer

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Rapala VMC Corporation ("the Group") 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, Mora Ice, StrikeMaster, Marttiini and Peltonen. The Group, with net sales of EUR 287 million in 2013, employs some 2 500 people in 39 countries. Rapala VMC Corporation's share is listed and traded on the NASDAQ OMX Helsinki stock exchange since 1998.