

RAPALA'S FINANCIAL REPORTING IN 2012

In 2012, Rapala VMC Corporation (Rapala) will publish its financial information as follows:

- Interim Report for the fourth quarter and full year 2011 on February 8,
- Interim Report for the first quarter on April 27,
- Interim Report for the second quarter on July 24, and
- Interim Report for the third quarter on October 23, 2012.

Rapala's Annual Report for 2011 will be published in week 12.

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 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 269 million in 2010, employs more than 2 000 people in 33 countries. Rapala's share is listed and traded on the NASDAQ OMX Helsinki stock exchange since 1998.