

RAPALA'S FINANCIAL REPORTING IN 2010

In 2010, Rapala VMC Corporation (Rapala) will publish its financial information as follows:

- Interim Report for the fourth quarter and full year 2009 on February 4,
- Interim Report for the first quarter on April 27,
- Interim Report for the second quarter on July 22, and
- Interim Report for the third quarter on October 21, 2010.

Rapala's Annual Report for 2009 will be published in week 11.

RAPALA VMC CORPORATION

Jorma Kasslin
Chief Executive Officer

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Rapala VMC Corporation 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 and China. The Group brand portfolio includes the leading brand in the industry, Rapala, and other global brands like VMC, Storm, Blue Fox, Luhr Jensen, Williamson, Marttiini and Sufix. The Group, with net sales of EUR 243 million in 2008, employs some 2 000 people in 30 countries. Rapala's share is listed and traded on the NASDAQ OMX Helsinki stock exchange since 1998.