



STOCK EXCHANGE RELEASE

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RAPALA CONTINUES TO BUY BACK OWN SHARES

The Board of Directors of Rapala VMC Corporation (Rapala) has today decided to start buying back a maximum of 100 000 of Rapala's own shares, equaling to some 0.25% of all shares, in accordance with the authorization granted by the Annual General Meeting on April 14, 2010. The shares will be acquired with company's free equity only, and therefore, the acquisition reduces the distributable funds. The maximum amount to be used for the acquisition is 600 000 euro.

Shares will be acquired in public trading on the NASDAQ OMX Helsinki at the market price quoted at the time of repurchase in accordance with the rules regarding the acquisition of company's own shares.

Shares will be repurchased to finance or carry out business acquisitions or other investments, to settle the company's equity-based incentive plans, to be transferred for other purposes, or to be cancelled.

The repurchasing of shares starts on August 2, 2010 at the earliest and will end on September 30, 2010, at the latest. At the moment, Rapala holds 440 394 of its own shares.

Shares will be acquired in accordance with section 5 of the rules of NASDAQ OMX Helsinki and other rules applicable to the acquisition of own shares.

RAPALA VMC CORPORATION

Jorma Kasslin
President and 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 235 million in 2009, employs more than 2 000 people in 31 countries. Rapala's share is listed and traded on the NASDAQ OMX Helsinki stock exchange since 1998.