

STOCK EXCHANGE RELEASE

April 7, 2009 at 4.00 pm

DECISIONS OF RAPALA'S ANNUAL GENERAL MEETING ON APRIL 7, 2009

The Annual General Meeting of Rapala VMC Corporation (Rapala) unanimously adopted the financial statement of the financial year 2008 and granted release from personal liability for the Board of Directors and the President for the financial year that ended on December 31, 2008.

The proposal concerning the dividend, EUR 0.19 per share, was approved. The dividend will be paid on April 21, 2009 to each of the shareholders who on the record date of April 14, 2009 have been entered in the list of shareholders kept by the Euroclear Finland Ltd.

The meeting approved that there are seven members of the Board of Directors. The reelected members of the Board of Directors were Jorma Kasslin, Eero Makkonen, Marc Speeckaert, Jan-Henrik Schauman, Christophe Viellard, Emmanuel Viellard and William (King Ming) Ng. The meeting resolved that the annual fee paid to each Board member is EUR 30 000 and EUR 60 000 to the Chairman of the Board.

Ernst & Young Oy, Authorised Public Accountants, was appointed as Rapala's auditor.

In accordance with the Board of Directors proposal, the Annual General Meeting authorised the Board to resolve to repurchase a maximum of 2 000 000 own shares by using funds in the unrestricted equity. The proposed number of shares corresponds to less than 10 per cent of all shares in the company. The shares may be repurchased to develop the company's capital structure. In addition, the shares may be repurchased to finance or carry out business acquisitions or other arrangements, to settle the company's equity-based incentive plans, to be transferred for other purposes, or to be cancelled. The shares may be repurchased in deviation from the proportion of the shares held by the shareholders. The shares will be repurchased through public trading arranged by NASDAQ OMX Helsinki Oy at the market price of the acquisition date. The shares will be acquired and paid in pursuance of the rules of NASDAQ OMX Helsinki Oy and applicable rules regarding the payment period and other terms of the payment. The authorisation is in force until the end of the next Annual General Meeting.

The Board of Directors of Rapala has on April 7, 2009 elected Emmanuel Viellard as the chairman of the Board of Directors.

RAPALA VMC CORPORATION

Jorma Kasslin Chief Executive Officer

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Distribution: NASDAQ OMX Helsinki and main media

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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 3000 people in 30 countries. Rapala's share is listed and traded on the NASDAQ OMX Helsinki stock exchange since 1998.