

## **APPOINTMENTS TO RAPALA VMC CORPORATION'S EXECUTIVE COMMITTEE**

The Board of Directors of Rapala VMC Corporation ("the Group") has appointed Mr. Victor Skvortsov as a member of the Group's Executive Committee with immediate effect.

Victor Skvortsov is in charge of the Group's distribution company in Russia, Zao Normark, and he is also in charge of the Group's distribution operations in Belarus and Kazakhstan.

Other members of the Executive Committee and their responsibilities are as follows:

Jorma Kasslin, Chief Executive Officer

Jussi Ristimäki, Chief Financial Officer

Olli Aho, Company Counsel and Investor Relations

Lars Ollberg, Head of Fishing Line and Accessory Business

Juhani Pehkonen, Head of Lure Business

Stanislas de Castelnau, Head of Fishing Hook Business and distribution in France

Tom Mackin, Head of distribution in the US

### **RAPALA VMC CORPORATION**

Jorma Kasslin

Chief Executive Officer

For further information:

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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 291 million in 2012, employs some 2 000 people in 38 countries. Rapala VMC Corporation's share is listed and traded on the NASDAQ OMX Helsinki stock exchange since 1998.