



STOCK EXCHANGE RELEASE

1(1)

March 16, 2009 at 10.00 am

RAPALA'S ANNUAL REPORT 2008 PUBLISHED

Rapala VMC Corporation's Annual Report for 2008 has been published in English and Finnish. A printed version of the Annual Report can be ordered by e-mail from susanne.leppanen@rapala.fi or by telephone on +358 9 7562 5436 (Ms Susanne Leppänen).

The Annual Report can also be downloaded as a PDF file from the company's web site at www.rapala.com.

RAPALA VMC CORPORATION

Jouni Grönroos
Chief Financial Officer

Distribution: NASDAQ OMX Helsinki and main media

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