

March 13, 2009 at 11.00

**THE BOARD OF RAPALA RESOLVED ON A PERFORMANCE SHARE PLAN FOR KEY PERSONNEL**

The Board of Directors of Rapala VMC Corporation (Rapala or Company) has approved a new share-based incentive plan (Plan) for the Group's key personnel. The aim of the Plan is to combine the objectives of the shareholders and the key personnel in order to increase the value of the Company, to commit the key personnel to the Company, and to offer them a competitive reward plan based on holding the Company shares.

The Plan includes one earning period, which commenced on January 1, 2009 and will end on December 31, 2010. The potential reward from the Plan will be based on the Rapala's earnings per share (EPS) in 2010.

The potential reward from the Plan will be paid as the Company's shares in 2011. No reward will be paid to a key person, if the Company or a key person gives notice of termination or terminates an employment or service contract before the reward payment. The target group of the Plan consists of some 20–40 key employees of Rapala. The gross rewards to be paid on the basis of the Plan will correspond to the value of a maximum total of 200,000 Rapala shares.

**RAPALA VMC CORPORATION**

Jorma Kasslin  
Chief Executive Officer

For further information, please contact:

Jorma Kasslin, President and Chief Executive Officer, +358 9 7562 540  
Jouni Grönroos, Chief Financial Officer, +358 9 7562 540  
Olli Aho, Investor Relations, +358 9 7562 540

Distribution: NASDAQ OMX Helsinki and main media

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.