

RAPALA'S FINANCIAL REPORTING IN 2011

In 2011, Rapala VMC Corporation (Rapala) will publish its financial information as follows:

- Interim Report for the fourth quarter and full year 2010 on February 10,
- Interim Report for the first quarter on May 3,
- Interim Report for the second quarter on July 27, and
- Interim Report for the third quarter on October 27, 2011.

Rapala's Annual Report for 2010 will be published in week 12.

RAPALA VMC CORPORATION

Jorma Kasslin
Chief Executive Officer

For further information:

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Distribution: NASDAQ OMX Helsinki and Main Media

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, Suffix, Storm, Blue Fox, Luhr Jensen, Williamson, Dynamite Baits and Marttiini. The Group, with net sales of EUR 235 million in 2009, employs more than 2 000 people in 33 countries. Rapala's share is listed and traded on the NASDAQ OMX Helsinki stock exchange since 1998.