

RAPALA SIGNS A MARKET MAKING AGREEMENT WITH NORDEA

Rapala VMC Corporation ("Rapala") and Nordea Bank Finland Plc ("Nordea") have concluded a market making agreement, which fulfils the requirements of NASDAQ OMX Helsinki Ltd's Liquidity Providing (LP) operations. The market making agreement aims at facilitating e.g. private investors' trading, increasing the share's liquidity and decreasing the share price volatility.

According to the agreement, Nordea will provide Rapala's share with bids and offers so that the maximum spread is 3%. The spread is calculated from the bid quotation. Bids or offers include at least 1 000 shares and the value of the shares must correspond to at least 4 000 euros. Nordea undertakes to submit bids and offers for Rapala's share on the official list in the trading system of NASDAQ OMX Helsinki on each trading day for at least 85 per cent of the time of continuous trading and in the auction procedures applicable to the share during a trading day.

The market making in accordance with the agreement will begin on 22.12.2008. After a 6-month term, the market making agreement is valid for the time being and the term of notice of the agreement is one month.

RAPALA VMC CORPORATION

Jorma Kasslin
Chief Executive Officer

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Rapala VMC Corporation is a leading fishing tackle company and the global market leader in the fishing lures, treble hooks and fishing related knives and tools. The Group also has a strong global position in other fishing categories. The Group has its own distribution companies in all the main markets and 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 242 million in 2007, employs some 3 500 people in 30 countries.