

RAPALA'S FINANCIAL REPORTING IN 2009

In 2009, Rapala VMC Corporation (Rapala) will publish its financial information as follows:

- Interim Report for the fourth quarter and full year 2008 on February 6,
- Interim Report for the first quarter on April 28,
- Interim Report for the second quarter on July 24, and
- Interim Report for the third quarter on October 23, 2009.

Rapala's Annual Report for 2008 will be published on week 12.

RAPALA VMC CORPORATION

Jorma Kasslin
Chief Executive Officer

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Rapala 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.