

TRADING OF RAPALA VMC CORPORATION COMBINED SHARES BEGINS

The trading of Rapala VMC Corporation ("Rapala") combined share series begins today on October 24, 2008. As of today, the trading code for Rapala shares is RAP1V, and each share carries to one (1) vote and has equal rights. The new class of shares (RAP1VN0107) that Rapala issued for Shimano (Singapore) Pte Ltd ("Shimano") to subscribe was listed on the stock exchange list of NASDAQ OMX Helsinki on October 25, 2007. The said shares did not give right to dividends from the financial year 2007. The classes of shares are combined as the difference regarding the right to dividend between the classes no longer exists.

RAPALA VMC CORPORATION

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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.