



## STOCK EXCHANGE RELEASE

July 23, 2008 at 10.15 am

### APPOINTMENT TO RAPALA'S EXECUTIVE COMMITTEE

The Board of Directors of Rapala VMC Corporation ("Rapala") have appointed Mr. Lars Ollberg as a member of the Group's Executive Committee with immediate effect.

Lars Ollberg has been in charge of sales and marketing of Rapala's Fishing Accessories. From now on he is also in charge of sales and marketing of Group's Fishing Lines.

Other members of the Executive Committee and their responsibilities are as follows:

Jorma Kasslin, Chief Executive Officer

Jouni Grönroos, Chief Financial Officer

Olli Aho, Company Counsel and Investor Relations

King Ming (William) Ng, Head of Chinese Manufacturing Operations & Hong Kong Office

Juhani Pehkonen, Head of Lure Business

Stanislas de Castelnau, Head of Fishing Hook Business and distribution in France

Tom Mackin, President of Rapala USA

"With this appointment, we wanted to emphasize the importance of our recent acquisition of fishing line brand Sufix and the Group's target to increase our sales of fishing lines to 25-40 MEUR in the next few years," states Jorma Kasslin, CEO of Rapala.

### RAPALA VMC CORPORATION

Jorma Kasslin

Chief Executive Officer

For further information:

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Main Media

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 more than 4 000 people in 30 countries.