

Copenhagen, 27 March 2008

To the shareholders of Rella Holding A/S

Notice is hereby given that the Annual General Meeting of Rella Holding A/S in accordance with § 6 in the Company's articles will be held on Tuesday 15 April 2008 at 16.00 with the agenda overleaf.

The Annual General Meeting will be held at Rella Holding A/S' office, c/o Deloitte, Weidekampsgade 6, DK-2300 Copenhagen S.

Enclosed please find Rella Holding A/S' Annual Report 2007, which was published on 27 March 2008.

In case you wish to participate in the AGM, please fill out the entry form and return it in the enclosed addressed envelope. In order to attend, the entry form must be received by Aktiebog Danmark not later than 10 April 2008. Admission cards will be forwarded to you by mail.

Should you be unable to attend, you are kindly asked to sign and return the enclosed proxy.

Enrolment for the AGM or submission of a proxy can also take place through the Company's website, www.rella.dk, under "Investor Relations" containing a link to the Company's Shareholder Portal. You can log-in to the portal by using the VP account number and your personal pin code printed on top of the enclosed entry form. Registering your e-mail address and saving the information will enable Rella Holding A/S to communicate with you electronically in the future. – By using the abovementioned pin code you can access the Shareholder Portal whenever you wish in order to check your holding(s) of Rella-shares in your VP account(s).

Yours sincerely,

By order of the Board
Jens Arnth-Jensen

- Enclosures:
1. Rella Holding A/S' Annual Report 2007.
 2. Agenda for the Annual General Meeting.
 3. Entry/proxy form and addressed envelope.

**AGENDA FOR THE ANNUAL GENERAL MEETING OF
RELLA HOLDING A/S
TUESDAY 15 APRIL 2008 AT 16.00**

1. Election of Chairman of the meeting.
2. Directors' report on the Company's business in 2007.
3. Submission of the Company's annual report with auditors' report for approval.
4. Resolution on the distribution of profits as per the approved Annual Report .
5. Election of directors.
6. Election of auditors.
7. Proposals from the Board of Directors or shareholders:
 - 7a. Proposal from the Board of Directors to change § 1.2. of the Company's articles from " The registered office of the Company is situated in the City of Copenhagen (Københavns Kommune)" to "The registered office of the Company is situated in the Municipality of Gentofte (Gentofte Kommune)".
 - 7b. Proposal from the Board of Directors to change § 6.5. of the Company's articles from "All general meetings are held at the Company's registered office" to "All general meetings are held at the Company's registered office or in the City of Copenhagen or the City of Frederiksberg."
 - 7c. Proposal from the Board of Directors to let the Company acquire own shares up to 10% of the Company's share capital, cf. § 48 of the Companies' Act. The authorization shall be in force until the next AGM and the price paid for the shares shall not deviate from the daily quoted bid price at the Copenhagen Stock Exchange (Københavns Fondsbørs A/S) by more than plus/minus 10%.
8. Any other business.

Comments on the agenda:

- ad 5. Mrs. Jonna Kjeldsen does not wish to be re-elected.
The Board of Directors propose that Mr. Klaus Landstrøm, Copenhagen, be elected as a new Member of the Board. Mr. Landstrøm is CFO of Schaumann Properties A/S.
- ad 7a. The proposal is a consequence of Rella Holding A/S' change of office address to c/o PricewaterhouseCoopers, Strandvejen 44, DK-2900 Hellerup, effective as from the day following the Annual General Meeting.
- ad 7b. The proposal will allow the Company to hold AGMs not only in Gentofte Kommune (Municipality of Gentofte) but also in the City of Copenhagen or the City of Frederiksberg.
- ad 7c. The Board of Directors believe it is in the best interest of the shareholders for the Company to be able to acquire its own shares.