

Rella Holding A/S

Copenhagen, 1 April 2009

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 Monday 27 April 2009 at 16.00 with the agenda overleaf.

The Annual General Meeting will be held at Rella Holding A/S' office, c/o PricewaterhouseCoopers, Strandvejen 44, DK-2900 Hellerup.

Enclosed please find Rella Holding A/S' Annual Report 2008, which was published on 27 March 2009.

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 Wednesday 22 April 2009. 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 2008.
2. Agenda for the Annual General Meeting.
3. Entry/proxy form and addressed envelope.

Rella Holding A/S

AGENDA FOR THE ANNUAL GENERAL MEETING OF

RELLA HOLDING A/S

MONDAY 27 APRIL 2009 AT 16.00

1. Election of Chairman of the meeting.
2. Directors' report on the Company's business in 2008.
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.
The Board of Directors propose re-election of the present Board of Directors with the exception of Mr. Henrik Schrøder, who does not seek re-election.
The Board of Directors propose election of Mr. Claus Dalgaard, who is a partner in IT Relation A/S and member of this company's Board of Directors as well as the Board of a Norwegian sister company, IT Relation AS. Mr. Dalgaard is a member of Ringkjøbing Landbobank A/S' advisory board.
6. Election of auditors.
The Board of Directors propose re-election of Beierholm Statsautoriseret Revisionsaktieselskab (Beierholm State Authorized Public Accountants).
7. Proposals from the Board of Directors or shareholders:
 - 7a. Proposal from the Board of Directors to reduce the Company's share capital by DKK 700,000 corresponding to 700,000 shares of DKK1.00 each. The capital reduction will take place through the cancellation of part of the Company's holding of own shares.

As a consequence of the capital reduction it is proposed that the Company's Articles of Association § 3, section 3.1, be amended as follows: "The Company's share capital is DKK 25,900,000."

Adoption of the proposal under item 7a requires that both two-thirds of the votes cast and shareholders representing two-thirds of the voting rights at the AGM vote in favour of the proposal.
 - 7b. 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 NASDAQ OMX Copenhagen A/S by more than plus/minus 10%.
8. Other business.
