

ERNST & YOUNG CHANGES ITS LEAD AUDIT PARTNER FOR RAPALA

Ernst & Young Oy (E&Y), auditor of Rapala VMC Corporation (Rapala), has informed Rapala that they have appointed Mr. Mikko Järventausta, CPA, as the Global Client Service Partner for Rapala from August 15, 2008 onwards to strengthen their audit team. The previous Client Service Partner, Mr. Juha Nenonen, CPA, will continue in the audit team for Rapala as Engagement Partner.

Mikko Järventausta is an international partner and a shareholder in Ernst & Young and has 13 years of international client service experience and work experience also abroad. He is also a member of the E&Y's IFRS Desk and a member of the Securities Working Group in the Finnish Institute of Authorized Public Accountants. His current and former client references include several Finnish listed companies and subsidiaries of large multinationals.

RAPALA VMC CORPORATION

Jorma Kasslin
Chief Executive Officer

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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 more than 4 000 people in 30 countries.