Rapala

STOCK EXCHANGE RELEASE
February 13, 2012 at 1:00 p.m.

RAPALA - NOTIFICATION IN ACCORDANCE WITH CHAPTER 2 SECTION 10 OF THE SECURITIES MARKETS ACT

Rapala VMC Corporation has received a notification from Nordea Rahastoyhtiö Suomi Oy (Company ID 1737785-9) in accordance with Chapter 2, Section 9 of the Finnish Securities Market Act on the change in its holdings. According to the notification the following changes in holdings have taken place on February 10, 2012:

Nordea Rahastoyhtiö Suomi Oy’s holding in shares and voting rights of Rapala VMC Corporation exceeds one twentieth (1/20) of the total number of shares and voting rights. Following the transaction Nordea Rahastoyhtiö Suomi Oy owns 3,243,038 shares or 8.22 % of all shares and voting rights.

Rapala VMC Corporation has a total of 39,468,449 shares and votes.

RAPALA VMC CORPORATION

Jorma Kasslin
Chief Executive Officer

For further information, please contact:
The Company's Legal Councel, Olli Aho, tel. +358 9 7562 540

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Rapala VMC Corporation (Rapala) is a leading fishing tackle company and the global market leader in fishing lures, treble hooks and fishing related knives and tools. The Group also has a strong global position in other fishing categories and it is one of the leading distributors of outdoor, hunting and winter sport products in the Nordic countries. The Group has the largest distribution network in the industry. The main manufacturing facilities are located in Finland, France, Estonia, Russia, China, Indonesia and the UK. The Group brand portfolio includes the leading brand in the industry, Rapala, and other global brands like VMC, Sufix, Storm, Blue Fox, Luhr Jensen, Williamson, Dynamite Baits, Marttiini and Peltonen. The Group, with net sales of EUR 279 million in 2011, employs some 2 000 people in 37 countries. Rapala’s share is listed and traded on the NASDAQ OMX Helsinki stock exchange since 1998.