

CHANGE IN THE COMPOSITION OF RAPALA VMC CORPORATION'S BOARD

The Board of Directors of Rapala VMC Corporation announces today that a non-executive member of the Board, Isabelle De Bardies, has resigned from the Board of Directors with immediate effect due to her new executive position outside the company.

RAPALA VMC CORPORATION

Board of Directors

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Rapala VMC Corporation ("the Group") 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, Mora Ice, StrikeMaster, Marttiini and Peltonen. The Group, with net sales of EUR 291 million in 2012, employs some 2 000 people in 38 countries. Rapala VMC Corporation's share is listed and traded on the NASDAQ OMX Helsinki stock exchange since 1998.