

NOTICE TO THE ANNUAL GENERAL MEETING

Notice is given to the shareholders of Trainers' House Plc to the Annual General Meeting to be held on Wednesday 23 March 2011 at 12:00 a.m. at the office of the company, Niittymäentie 7, 02200 Espoo. The reception of persons who have registered for the meeting will commence at 11:30 a.m.

A. Matters on the agenda of the Annual General Meeting

At the Annual General Meeting, the following matters will be considered:

1. Opening of the Meeting
2. Calling the Meeting to order
3. Election of persons to scrutinise the minutes and to supervise the counting of votes
4. Recording the legality of the Meeting
5. Recording the attendance at the Meeting and adoption of the list of votes
6. Presentation of the annual accounts, the report of the Board of Directors and the auditor's report for 2010

-Review by the CEO

7. Adoption of the financial statements
8. Resolution on the use of the profit shown on the balance sheet and the payment of dividend

The Board of Directors proposes to the Annual General Meeting that no dividend will be paid from the financial year 2010 and that the loss of the fiscal year shown by the parent company be transferred to the Company's profit and loss account.

9. Resolution on the discharge of the members of the Board of Directors and the CEO from liability
10. Resolution on the number of members of the Board of Directors

Shareholders representing approximately 45,5 per cent of the votes of the Company have informed that they will propose to the Annual General Meeting that the number of Board members is to be six (6).

11. Resolution on the remuneration of the members of the Board of Directors

Shareholders representing approximately 45,5 per cent of the votes of the Company have informed that they will propose to the Annual General Meeting that the remuneration payable to the members of the Board of Directors remain unchanged, and that the Chairman of the Board receives a fee of EUR 3,500 and members EUR 1,500 per month.

12. Election of members of the Board of Directors

Shareholders representing approximately 45,5 per cent of the votes of the Company have informed that they will propose to the Annual General Meeting that the present members of the Board of Directors Aarne Aktan, Tarja Jussila, Kai Seikku and Matti Vikkula be re-elected for a further term and that Jari Sarasvuo and Jarmo Hyökyvaara be elected as new members.

13. Resolution on the remuneration of the Auditor

The Board of Directors proposes to the Annual General Meeting that the auditor be reimbursed according to invoice approved by the Company.

14. Election of Auditor

The Board of Directors proposes to the Annual General Meeting that Ernst & Young Ltd. be re-elected as the Company's auditor.

B. Documents of the Annual General Meeting

The above mentioned proposals of the Board of Directors, the annual report, the report of the Board of Directors and the Auditor's report of Trainers' House Plc and this notice to the Annual General Meeting shall be available on the website of Trainers' House Plc, www.trainershous.fi, three weeks prior to the Meeting at the latest. These documents and this notice shall be available also in the Annual General Meeting and copies of these documents and of this notice will be sent to shareholders upon request.

C. Instructions for the participants in the Annual General Meeting

1. The right to participate and registration

Each shareholder, who is registered on 11 March 2011 in the shareholders' register of the Company held by Euroclear Finland Ltd., has the right to participate in the Annual General Meeting. A shareholder, whose shares are registered on his/her personal Finnish book-entry account, is registered in the shareholders' register of the Company.

A shareholder, who wants to participate in the Annual General Meeting, shall register for the Meeting no later than 21 March 2011 at 12:00 a.m. by giving a prior notice of participation. Such notice can be given by mail to Trainers' House Plc, Johanna Kallio, Niittymäentie 7, 02200 Espoo or by telephone to +358 43 824 4850 or by e-mail to AGM2011@trainershous.fi.

Registration must include the shareholder's name, personal identification number, address, telephone number and the name of a possible assistant or proxy representative and the personal identification number of a proxy representative. Personal information given to Trainers' House Plc will only be used in connection with the Annual General Meeting and with the processing of related registrations.

Pursuant to Chapter 5, Section 25 of the Companies Act, a shareholder who is present at the Annual General Meeting has the right to request information with respect to the matters to be considered at the Meeting.

2. Proxy representative and powers of attorney

A shareholder may participate in the Annual General Meeting and exercise his/her rights at the Meeting by way of proxy representation. A proxy representative shall produce a dated proxy document or otherwise in a reliable manner demonstrate his/her right to represent the shareholder at the Annual General Meeting. When a shareholder participates in the Annual General Meeting by means of several proxy representatives representing the shareholder with shares at different securities accounts, the shares by which each proxy representative represents the shareholder shall be identified in connection with the registration for the Annual General Meeting. Possible proxy documents should be delivered to the above mentioned e-mail (e.g. as pdf attachment) or regular mail address before the last date for registration.

3. Holders of nominee registered shares

A holder of nominee registered shares has the right to participate in the Annual General Meeting by virtue of such shares, based on which he/she on the record date of the Annual General Meeting, i.e. on Friday 11 March 2011, would be entitled to be registered in the shareholders' register of the company held by Euroclear Finland Ltd.

The right to participate in the Annual General Meeting requires, in addition, that the shareholder on the basis of such shares has been temporarily registered in the shareholders' register held by Euroclear Finland Ltd, at the latest by 10:00 a.m. on 18 March 2011. As regards nominee registered shares this constitutes due registration for the Annual General Meeting. A holder of nominee registered shares is advised to request without delay necessary instructions regarding the registration in the temporary shareholders' register of the company, the issuing of proxy documents and registration for the Annual General Meeting from his/her custodian bank. The account management organization of the custodian bank will register a holder of nominee registered shares, who wants to participate in the Annual General Meeting, into the temporary shareholders' register of the company at the latest by the time stated above.

4. Other instructions and information

At the date of this notice the total number of shares and votes conveyed by these shares in Trainers' House Plc is 68,016,704.

Helsinki 1 March 2011

TRAINERS' HOUSE PLC
THE BOARD OF DIRECTORS