

April 5, 2011 at 4.00 pm

**DECISIONS OF RAPALA'S ANNUAL GENERAL MEETING ON APRIL 5, 2011**

The Annual General Meeting of Rapala VMC Corporation (Rapala) adopted the financial statement of the financial year 2010 and granted release from personal liability for the Board of Directors and the President for the financial year that ended on December 31, 2010.

The proposal concerning the dividend, EUR 0.23 per share, was approved. The dividend will be paid on April 15, 2011 to each of the shareholders who on the record date of April 8, 2011 have been entered in the list of shareholders kept by the Euroclear Finland Ltd.

The meeting approved that there are seven members of the Board of Directors. The re-elected members of the Board of Directors were Jorma Kasslin, Eero Makkonen, Marc Speeckaert, Jan-Henrik Schauman, Christophe Viellard and Emmanuel Viellard, and as a new member Isabelle de Bardies was elected. The meeting resolved that the annual fee paid to each Board member is EUR 45 000 and EUR 100 000 to the Chairman of the Board.

Ernst & Young Oy, Authorised Public Accountants, was appointed as Rapala's auditor.

In accordance with the Board of Directors proposal, the Annual General Meeting authorised the Board to resolve to repurchase a maximum of 2 000 000 own shares by using funds in the unrestricted equity. The proposed number of shares corresponds to less than 10 per cent of all shares in the company. The shares may be repurchased to develop the company's capital structure. In addition, the shares may be repurchased to finance or carry out business acquisitions or other arrangements, to settle the company's equity-based incentive plans, to be transferred for other purposes, or to be cancelled. The shares may be repurchased in deviation from the proportion of the shares held by the shareholders. The shares will be repurchased through public trading arranged by NASDAQ OMX Helsinki Oy at the market price of the acquisition date. The shares will be acquired and paid in pursuance of the rules of NASDAQ OMX Helsinki Oy and applicable rules regarding the payment period and other terms of the payment. The authorisation is in force until the end of the next Annual General Meeting.

The Board of Directors of Rapala has on April 5, 2011 elected Emmanuel Viellard as the Chairman of the Board of Directors.

**RAPALA VMC CORPORATION**

Jorma Kasslin  
Chief Executive Officer

For further information, please contact Olli Aho, Company Counsel, tel: +358 9 7562 540

Distribution: NASDAQ OMX Helsinki and main media

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



**STOCK EXCHANGE RELEASE**

2 (2)

April 5, 2011 at 4.00 pm

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 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 269 million in 2010, employs more than 2 000 people in 33 countries. Rapala's share is listed and traded on the NASDAQ OMX Helsinki stock exchange since 1998.