



STOCK EXCHANGE RELEASE

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RAPALA'S ANNUAL SUMMARY 2011

Rapala VMC Corporation has published a summary of releases issued in 2011 in accordance with Securities Market Act Chapter 2, 10 c §. The Annual Summary is available at www.rapala.com.

RAPALA VMC CORPORATION

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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 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.