



PRESS RELEASE

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Swedish Match to begin share buy-back

The Board of Directors of Swedish Match has decided to utilise the mandate given by the General Assembly to buy back up to 5 percent of outstanding shares of the company.

Swedish Match is an international group with headquarters in Stockholm, Sweden. The company manufactures a broad range of tobacco products, matches and disposable lighters which are sold in approximately 140 countries. Sales for the twelve month period ending March 31, 2000 amounted to approximately 9,600 MSEK. Swedish Match is listed on Stockholm Stock Exchange and on NASDAQ.

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