



PRESS RELEASE

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Preliminary result for Swedish Match: Operating income up 25 percent

Swedish Match's sales during the first three months of 1999 rose 15 percent to SEK 2 120 M compared with SEK 1 839 M during the corresponding period in 1998. Operating income increased by 25 percent to SEK 440 M (352). Snuff continues its strong development and also the trend in cigarettes is now positive with a good profit performance.

The interim report for the first three months will be released on April 26, 1999.

Swedish Match is an international group with headquarters in Stockholm, Sweden. The company manufactures a broad range of tobacco products, matches and disposable lighters that are sold in approximately 140 countries. Annual sales in 1998 amounted to approximately 8,200 MSEK. Swedish Match is listed on Stockholm Stock Exchange and on NASDAQ

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