



PRESSRELEASE

Stockholm February 23, 1999

Changes in shareholdings

After the recently published Report on Operations Lennart Sundén, President and CEO has increased his Swedish Match Holdings with 20.000 shares to 60.000. Massimo Rossi, Senior Executive Vice President and Deputy CEO, has increased his Swedish Match Holdings with 20.000 shares to 81.400 shares and Sven Hindrikes, CFO has increased his Swedish Match Holdings with 20.000 shares to 60.000.

* * *

For further information:

Sven Hindrikes, Senior Vice President and Chief Financial Officer

tel: +46-8-658 02 82

Bo Aulin, Senior Vice President, Corporate Affairs

tel: +46-8-658 03 64

Boel Sundvall, Vice President, Investor Relations

tel: +46-8-658 01 73