



## PRESS RELEASE

Nasdaq: SWMAY    Stockholmsbörsen: SWMA

*January 14, 2003*

### **Swedish Match announces new prices on moist snuff for sale in the US**

Swedish Match AB announced today that Swedish Match North America has increased wholesale prices on its Timber Wolf moist snuff by 15 cents per can, effective January 20, 2003. The new wholesale list price for Timber Wolf product will be \$1.61 per can. The wholesale price for Renegades snuff will increase by 11 cents per can, to \$2.69.

---

*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 September 30, 2002 amounted to 13,847 MSEK. Swedish Match is listed on Stockholmsbörsen (SWMA) and on NASDAQ (SWMAY).*

---

*For further information, please contact:*

*Sven Hindrikes, Executive Vice President and  
Chief Financial Officer  
76*

*office +46 8 658 02 82  
mobile +46 70 567 41*

*Bo Aulin, Senior Vice President, Secretary  
and General Counsel*

*office +46 8 658 03 64  
mobile +46 70 558 03 64*

*Emmett Harrison, Vice President, Investor Relations*

*office +46 8 658 01 73  
mobile +46 70 938 01 73*

*Lin McKinnie, Vice President, Investor Relations (US)*

*office +1 804 302 1912  
mobile +1 804 502 1912*

---