



Stockholmsbörsen: SWMA

PRESS RELEASE

20 April, 2005

Swedish Match names Lennart Freeman Executive Vice President

Swedish Match announced today that Lennart Freeman, President of Swedish Match North America, has been appointed Executive Vice President of Swedish Match.

Swedish Match is a unique company with its range of market-leading brands in the product areas of snuff and chewing tobacco, cigars and pipe tobacco – tobacco's niche products – as well as matches and lighters. The Group's global operations generated sales of 12,973MSEK for the twelve month period ending March 31, 2005. Swedish Match shares are listed on Stockholmsbörsen (SWMA).

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