



OMX Nordic Exchange: SWMA

## **PRESS RELEASE**

*10 July, 2007*

### **Swedish Match has appointed Henrik Brehmer new Senior Vice President Corporate Communications**

Henrik Brehmer has been appointed new Senior Vice President Corporate Communications at Swedish Match AB. Henrik will succeed Bo Aulin who will continue his work as Senior Executive Advisor.

Henrik Brehmer has since 2001 been Senior Vice President, Investor Relations and Group External Communications at Securitas AB in London. Prior that position, Henrik held various management positions within Ericsson AB in Sweden and England.

Henrik Brehmer took up his position August 1, 2007

Following this appointment, the group management team at Swedish Match AB will consist of President and CEO Sven Hindrikes, Mats Adamson, Senior Vice president, Human Resources, Lars-Olof Löfman, President of North Europe Division, Bo Aulin, Senior Executive Advisor, Henrik Brehmer, Senior Vice President Corporate Communications, Lars Dahlgren, Chief Financial Officer, Lennart Freeman, President North America Division, Fredrik Peyron, General Counsel, and Jarl Ugglå President International Division.

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*Swedish Match is a global Group of companies with a broad assortment of market-leading brands in smokeless tobacco products, cigars, pipe tobacco and lights products. The Group's global operations generated sales of 12,470 MSEK for the twelve month period ending June 30, 2007. Swedish Match shares are listed on OMX Nordic Exchange in Stockholm (SWMA).*

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