



OMX Nordic Exchange: SWMA

PRESS RELEASE

27 February, 2008

Swedish Match AB appoints Patrik Hildingsson Vice President Public Affairs

Patrik Hildingsson has been appointed Vice President Public Affairs in Swedish Match Group. Patrik will have responsibility for Public Relations within Europe with a special focus on the regulatory situation for smoke free products in EU. In that role, Patrik will be responsible for and coordinate all Swedish Match AB's Public Affairs activities within Europe, including the Nordic countries and the US. Patrik will replace Tomas Hammargren who has decided to leave Swedish Match.

Patrik Hildingsson is since 2004 Vice President New Business Developments in Swedish Match North America division. Prior that position Patrik has spent 12 years in Swedish Match in various marketing positions. During 1997-2001, Patrik was Head of marketing in the North Europe division.

Patrik starts his new position April 1, 2008 and will report to Henrik Brehmer, Senior Vice President Corporate Communications. Patrik will be based in Brussels.

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 12,551 MSEK for the twelve month period ending December 31, 2007. Swedish Match shares are listed on OMX Nordic Exchange in Stockholm (SWMA).

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