



NASDAQ OMX Stockholm: SWMA

PRESS RELEASE

29 May, 2009

Swedish Match cancellation of treasury shares

In accordance with the resolution at the Annual General Meeting, Swedish Match has on 18 May 2009 decreased the Company's share capital by 6,110,045.76 SEK through cancellation of 4,000,000 treasury shares and has through a bonus issue increased the share capital with the equivalent amount without issuing new shares.

After the cancellation and further repurchase of shares, the Company's number of treasury shares amount to 3,750,000. The total number of shares outstanding, including shares held in treasury, amounts to 251,000,000 shares equivalent to the same amount of votes.

Swedish Match produces and sells market-leading brands in smokefree tobacco products, cigars, pipe tobacco and lights products. The Company sells products across the globe, with production units in 11 countries. The Group's global operations generated sales of 13,879 MSEK for the twelve month period ending March 31, 2009. The Swedish Match share is listed on the NASDAQ OMX Stockholm (SWMA).

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The character of this information is such that it shall be disclosed by Swedish Match AB (publ) in accordance with the Financial Instruments Trading Act. The information was disclosed to the media on 29 May, 2009 at 08.00 a.m. (CET).