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SWEDISH MATCH

PRESSRELEASE
December 9, 1999

Sven Hindrikes, Senior Vice President and Chief Financial Officer since 1998, has been appointed Executive Vice President as of January 1, 2000.

(Photos of Sven Hindrikes are available on the Swedish Match home page, address:
www.swedishmatch.com)

Swedish Match is an international group with its head office in Stockholm. The company produces an extensive range of OTP (Other Tobacco Products: smokeless tobacco, cigars and pipe tobacco), matches and lighters, which are sold in 140 countries. The company's sales for the 12-month period ended September 30, 1999 were approximately MSEK 9,000. The Swedish Match share is listed on the Stockholm Stock Exchange (SWMA) and NASDAQ (SWMAY).
