

☆☆☆  
**SWEDISH MATCH**

**PRESSRELEASE**

October 29, 1999

**Changes in shareholdings**

After the recently published Report on Operations has Massimo Rossi, Senior Executive Vice President and Deputy CEO, increased his Swedish Match Holdings with 20.000 shares to 101.400 shares.

\*\*\*\*\*

*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).*

\*\*\*\*\*