



## **PRESS RELEASE**

**Nasdaq: SWMAY OM Stockholmsbörsen: SWMA**

*May 15th, 2001*

### **Swedish Match announces new prices on moist snuff, for sale in the US**

Swedish Match AB announced today that Swedish Match North America have increased wholesale prices on its moist snuff by 10 cents per can, effective May 21, 2001. The new wholesale list price for Timber Wolf will be \$1.35 per can, and for Renegades 2.47 per can.

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*Swedish Match is an international group with its head office in Stockholm. The company manufactures a broad range of products within the OTP (Other Tobacco Products) category, with smokeless tobacco as its core business along with cigars and pipe tobacco, as well as matches and lighters. The products are sold in approximately 140 countries. Sales for the twelve months ending March 31, 2001 amounted to 12,208 MSEK. Swedish Match is listed on OM Stockholmsbörsen (SWMA) and on NASDAQ (SWMAY).*

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