



PRESS RELEASE

Nasdaq: SWMAY OM Stockholmsbörsen: SWMA

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Swedish Match AB acquires European dry snuff business

Swedish Match announced today its purchase of the smokeless tobacco trademarks of Premium Tobacco Traders Ltd. With this purchase (effective today) Swedish Match will market dry snuff products in Germany, Switzerland and France. These products have previously been distributed by the Burger group. Annual sales for these brands, which include Singelton and Rumney's, among others, amount to approximately 30 MSEK.

“This transaction further enhances our position as the only worldwide player in the smokeless tobacco category,” said Lennart Sundén, CEO of Swedish Match.

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 June 30, 2001 amounted to 12,832 MSEK. Swedish Match is listed on OM Stockholmsbörsen (SWMA) and on NASDAQ (SWMAY).

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