



Nasdaq: SWMAY Stockholmsbörsen: SWMA

PRESS RELEASE

19 August, 2004

Swedish Match to terminate its ADR program and to delist from the NASDAQ National Market

Today the Board of Directors of Swedish Match decided to terminate its ADR program and to delist from the NASDAQ National Market. The termination does not influence the listing on the Swedish Stock Exchange, Stockholmsbörsen (OMX), where Swedish Match shares will continue to be listed. The trading in Swedish Match ADRs on NASDAQ will stop on the day when the termination of the ADR program becomes effective, which will occur sixty days after notice of termination of the ADR program is formally provided. The Swedish Match Board of Directors has decided that the cost of maintaining a listing on NASDAQ is no longer justified given that the turnover rate of Swedish Match share on NASDAQ is low. The termination of the ADR program and the delisting from NASDAQ do not affect the registration of the company with the US Securities and Exchange Commission (SEC).

Swedish Match is a unique company with its range of market-leading brands in the product areas of snuff and chewing tobacco, cigars and pipe tobacco – tobacco's niche products – as well as matches and lighters. The Group's global operations generated sales of 13,133 MSEK in 140 countries for the twelve month period ending June 30, 2004. Swedish Match shares are listed on Stockholmsbörsen (SWMA) and NASDAQ (SWMAY).

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