



Nasdaq: SWMAY Stockholmsbörsen: SWMA

PRESS RELEASE

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The Advocate General of the ECJ to give his opinion today on the EU ban on snus

Today the Advocate General of the European Court of Justice, the ECJ, is expected to give his opinion regarding the European snus ban. The suggestion of the Advocate General is possibly indicative but not binding to the Court, who consequently very well can reach a different conclusion. The Court's ruling is expected within another few months.

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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