



Nasdaq: SWMAY Stockholmsbörsen: SWMA

PRESS RELEASE

7 September, 2004

Advocat General opinion that Snus Ban should remain pending amended directive

Swedish Match learned today that the Advocat General appointed by the European Court of Justice (ECJ) has given its opinion to the ECJ that it should maintain the current EU ban (with the exception of Sweden) on the sales and distribution of snus and other oral tobaccos not intended to be chewed, pending an amended directive with a provision based on proper reasoning for the ban. The Court will form its final verdict later this year or early in 2005.

“We should remember that this is only a recommendation to the European Court of Justice, and we believe that this recommendation fails to properly take into account several of the issues which in our opinion fully justifies a total removal of the ban,” says Sven Hindrikes, CEO of Swedish Match. “We should also bear in mind that regardless of the final decision by the ECJ, we see a long term potential in many markets in Europe and elsewhere.”

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).

*Swedish Match AB (publ), SE-118 85 Stockholm
Visiting address: Rosenlundsgatan 36, Telephone: + 46 8 658 02 00
Corporate Identity Number: 556015-0756
www.swedishmatch.com*

For further information, please contact:

*Bo Aulin, Senior Vice President, Secretary and General Counsel
Office +46 8 658 03 64, Mobile +46 70 558 03 64*

*Emmett Harrison, Vice President, Investor Relations
Office +46 8 658 01 73, Mobile +46 70 938 01 73*