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SWEDISH MATCH

PRESS RELEASE

NASDAQ: SWMAY OM Stockholm Exchange: SWMA

July 4, 2000

Swedish Match has – through its Dutch subsidiary Swedish Match Group B.V. – reached a definitive agreement to purchase the outstanding 5% minority in the Dutch subsidiary Swedish Match Cigars B.V. Following the transaction Swedish Match Cigars B.V. will be a 100 percent owned subsidiary to Swedish Match Group B.V.

Swedish Match is an international group with its headoffice 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 month period ending March 31, 2000 amounted to approximately 9,600 SEK. Swedish Match is listed on OM Stockholm Stock Exchange (SWMA) and on NASDAQ (SWMAY).

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