



## PRESS RELEASE

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*April 23th, 2001*

### Swedish Match to launch snuff in India

Swedish Match today announced that test marketing of Swedish moist snuff, "Snus", under the trade mark "Click", will begin in India this week.

"Click" is produced in Gothenburg using the proprietary "Gothia Tek" standard. "Click" is a pouched moist snuff product that comes in two packaging alternatives.

"This new initiative is our first entry into the huge Indian tobacco market," said Lennart Sundén, President and CEO of Swedish Match. "India has a long tradition of smokeless tobacco use and thus offers exciting business opportunities to Swedish Match with its strategic focus in this category," he said.

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*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 year 2000 amounted to 11,533 MSEK. Swedish Match is listed on OM Stockholm Exchange (SWMA) and on NASDAQ (SWMAY).*

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