



PRESS RELEASE

Stockholm, January 19, 1999

Hans van den Berg resigns as Executive Vice President and CCO. Stays as Managing Director of Arnold André.

On his own request Hans van den Berg, Executive Vice President and Chief Commercial Officer of Swedish Match, will leave his executive position with Swedish Match to concentrate full time on his other position as Managing Director of Arnold André, a Swedish Match partly owned German cigar company.

Hans van den Berg has agreed to become a member of the Supervisory Board of Directors of Swedish Match Cigars B.V.

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Swedish Match is an international group with headquarters in Stockholm, Sweden. The company manufactures a broad range of tobacco products, matches and disposable lighters which are sold in approximately 140 countries. Annual sales in 1997 amounted to approximately 7,500 MSEK. Swedish Match is listed on Stockholm Stock Exchange and on NASDAQ.