



PRESS RELEASE

Stockholm, January 26, 1999

William G McClure III Executive Vice President, leaves Swedish Match

William G McClure III, Executive Vice President of Swedish Match AB and President of Swedish Match North America, Inc, will leave his executive positions in order to pursue other interests outside Swedish Match.

For further information, please contact:

Göran Streiffert, Senior Vice President, Corporate Human Resources, +46 8 658 0478

Bo Aulin, Senior Vice President, Corporate Affairs, +46 8 658 03 64

Boel Sundvall, Vice President, Investor Relations, +46 8 658 01 73

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.