



Stockholmsbörsen: SWMA

PRESS RELEASE

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Two new members proposed for Swedish Match Board of Directors

At the upcoming Annual General Meeting on April 23, 2007, the Nominating Committee of Swedish Match AB will propose the election of Charles A. Blixt and John P. Bridendall to the Swedish Match Board of Directors.

Charles A. Blixt has extensive experience of the tobacco industry. In 1985, Mr. Blixt started an impressive career within RJ Reynolds Tobacco Holdings, Inc. and Reynolds American Inc., where he served, among other things, as Head of Department and Chief legal officer. Between 2004-2006, he held the position as Executive Vice President and General Counsel. Mr. Blixt is currently serving as interim General Counsel at Krispy Kreme Doughnuts, Inc. in Winston-Salem, North Carolina. Mr. Blixt holds a JD as well as a B.A. degree from the University of Illinois.

John P. Bridendall has vast experience from the business of branded fast-moving consumer goods. He most recently held the position of President, Jackson Enterprises, Consulting & Business Development in Santa Rosa, California, US and he is currently serving as a personal financial and strategic advisor to Jess Jackson, the founder of Kendall-Jackson Wine Estates. Jackson Enterprises is the holding company for the Jackson family domestic and international businesses including, among other things, 15 wineries and extensive investments in vineyards and real estate. Prior to this position, Mr. Bridendall was Executive Vice President, Finance and Administration within the same company from 2001-2006. Between 1985-2001, John P. Bridendall held the position as Senior Vice President, Director Corporate Development and Investor Relations at Brown-Forman Corporation, a consumer products company holding a number of famous liquor brands. John P. Bridendall has an MBA from The Wharton School of the University of Pennsylvania and a B.S. degree from the University of Tennessee.

In its proposal to the Annual General Meeting, the Nominating Committee has made particular note of Charles A. Blixt's extensive experience from the tobacco industry, as well as John P. Bridendall's vast experience of the US fast-moving consumer goods market, international profile and financial background.

As earlier announced, the current Chairman of Swedish Match, Mr. Bernt Magnusson, has informed the Board of Directors that he will not be available for re-election at the next Annual General Meeting. The Nominating Committee has proposed that Mr. Conny Karlsson succeed Mr. Magnusson as Chairman of the Board of Directors. Also, Mr. Karsten Slotte has announced that he is not available for re-election at the up-coming Annual General Meeting.

Consequently, the Nominating Committee proposes that, as of the Annual General Meeting in April 2007, the Swedish Match Board of Directors consists of: Conny Karlsson (Chairman), Charles A. Blixt, John P. Bridendall, Andrew Cripps, Sven Hindrikes, Arne Jurbrant, Kersti Strandqvist and Meg Tivéus.

The Nominating Committee consists of Bernt Magnusson (the present Chairman of the Board of Directors of Swedish Match), William N. Booth (Wellington Management Company), Mads Eg Gensmann (Parvus Asset Management), Michael Allison (Morgan Stanley) and Andy Brown (Cedar Rock Capital). Mads Eg Gensmann is the Chairman of the Committee.

Swedish Match is a global Group of companies with a broad assortment of market-leading brands in smokeless products, cigars, pipe tobacco and lights products. The Group's global operations generated sales of 12,953 MSEK for the twelve month period ending September 30, 2006. Swedish Match shares are listed on Stockholmsbörsen (SWMA).

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