



Stockholmsbörsen: SWMA

PRESS RELEASE

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Conny Karlsson proposed as chairman of the Board of Directors of Swedish Match AB

At the upcoming Annual General Meeting of Swedish Match AB, held on April 23, 2007, the Nominating Committee will propose the election of Conny Karlsson as Chairman to the Swedish Match Board of Directors. Bernt Magnusson has earlier announced that he is not available for re-election.

Conny Karlsson is currently holding the position as Chairman of the board at Zodiak AB and Lindex AB, where he acted as CEO for eight months in 2004. Besides the board assignment in Swedish Match AB, Conny Karlsson is also a board member of Carl Lamm AB. Furthermore, he is proposed for election to the board of directors of Telia Sonera AB.

For ten years, Conny Karlsson held the position as CEO of Duni AB in Sweden (1990-2000) and prior to that, he has acquired ten years of international experience from the field of fast-moving consumer goods from various positions within Procter & Gamble. Conny Karlsson has a MBA from Stockholm School of Economics.

The Nominating Committee consists of Bernt Magnusson, the present Chairman of the Board of Directors of Swedish Match AB, 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 Chairman of the Nominating Committee.

Swedish Match is a unique group of companies with a range of market-leading brands in the product areas of snuff, cigars, pipe tobacco and chewing tobacco – tobacco's niche products – as well as matches and lighters. 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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