



PRESS RELEASE

Nasdaq: SWMAY Stockholmsbörsen: SWMA

March 28, 2003

Swedish Match agrees to acquire CYAN d.o.o. , Slovenia

Swedish Match has reached an agreement to acquire all shares in CYAN d.o.o., Slovenia. CYAN and Swedish Match have had a strong and successful relationship over the past several years, with CYAN as the distributor for its tobacco products. Suppliers of CYAN include Swedish Match and many other tobacco companies. CYAN primarily distributes cigars, and also distributes other tobacco products and accessories. CYAN had turnover of 2.8 million Euro in 2002.

The price of the acquisition has not been disclosed.

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. Sales for the twelve month period ending December 31, 2002 amounted to 13,643 MSEK. Swedish Match is listed on Stockholmsbörsen (SWMA) and on NASDAQ (SWMAY).

For further information, please contact:

*Bo Aulin, Senior Vice President, Secretary
and General Counsel*

*office +46 8 658 03 64
mobile +46 70 558 03 64*

Emmett Harrison, Vice President, Investor Relations

*office +46 8 658 01 73
mobile +46 70 938 01 73*

Lin McKinnie, Vice President, Investor Relations (US)

*office +1 804 302 1912
mobile +1 804 502 1912*
