



NASDAQ OMX Stockholm: SWMA

PRESS RELEASE

October 7, 2010

Emmett Harrison appointed Senior Vice President of Corporate Communications and Sustainability

Emmett Harrison has been appointed Senior Vice President of Corporate Communications and Sustainability for Swedish Match AB, effective October 7, 2010. He is also a member of the Group Management Team. Emmett continues to be responsible for the Investor Relations function.

Emmett most recently held the position of Senior Vice President of Investor Relations and Corporate Sustainability for Swedish Match AB. Emmett has been with the Company since 1990 and has held various positions within the organization in Marketing, Investor Relations, and Corporate Sustainability.

Emmett Harrison will continue to be located in the Stockholm office, and reports to Lars Dahlgren, President and CEO.

As a consequence of this appointment, Henrik Brehmer, the previous Senior Vice President of Corporate Communications, will be leaving Swedish Match.

*For further information, please contact:
Lars Dahlgren, President and Chief Executive Officer
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***Swedish Match** develops, manufactures, and sells market-leading brands in Snus and snuff products, Other tobacco products (US mass market cigars, chewing tobacco) and Lights products. The Group sells products across the globe, with production units in seven countries. The Group's global operations generated sales of 14,134 MSEK for the twelve month period ending June 30, 2010 (including sales generated in entities contributed to Scandinavian Tobacco Group October 1, 2010). The Swedish Match share is listed on the NASDAQ OMX Stockholm (SWMA).*

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The character of this information is such that it shall be disclosed by Swedish Match AB (publ) in accordance with the Financial Instruments Trading Act. The information was disclosed to the media on October 7, 2010 at 1.30 p.m. (CET).