



NASDAQ OMX Stockholm: SWMA

PRESS RELEASE

1 April, 2009

Swedish Match publishes annual report for 2008

As of today, 1 April, the Swedish Match AB annual report for 2008 is available on www.swedishmatch.com.

A printed version of the annual report can be ordered through the Swedish Match website or telephone +46 8 658 0200.

For further information, please contact:

*Henrik Brehmer, Senior Vice President Corporate Communications
Office +46 8 658 04 52, Mobile +46 76 111 34 14*

Swedish Match produces and sells market-leading brands in smokefree tobacco products, cigars, pipe tobacco and lights products. The Company sells products across the globe, with production units in 11 countries. The Group's global operations generated sales of 13,162 MSEK for the twelve month period ending December 31, 2008. The Swedish Match share is listed on the NASDAQ OMX Stockholm (SWMA).

*Swedish Match AB (publ), SE-118 85 Stockholm
Visiting address: Rosenlundsgatan 36, Telephone: +46 8 658 02 00
Corporate Identity Number: 556015-0756
www.swedishmatch.com*

The character of the information in the annual report is such that it shall be disclosed by Swedish Match AB (publ) in accordance with the Swedish Securities Markets Act. The information was disclosed to the media on 1 April, 2009 at 11.15 a.m. (CET).