

HOLMEN

PRESS RELEASE

February 28, 2001

Holmen

New President at Holmen Paper

Göran Lundin, President of Holmen Paper, a business area within the Holmen Group, has notified the company of his wish, at the age of 61 and after 12 years as business area president, to step down from his present position.

Magnus Hall, currently Holmen Paper's marketing director, has been appointed President of the company with effect from June 1, 2001.

Also effective June 1, Göran Lundin has been appointed Executive Vice President at Holmen AB, where he will be engaged on special projects on behalf of the President and CEO, Per Ericson.

In connection with this change of president on June 1, 2001, Holmen Kraft will become a separate business area. The President will be Åke Eklöf, who will report direct to Holmen's Group management, where Göran Lundin will have responsibility.

For further information, please contact:

Holmen's President and CEO, Per Ericson, telephone +46 8 666 21 00.