



NASDAQ OMX Stockholm: SWMA

PRESS RELEASE

4 April, 2011

Swedish Match publishes annual report for 2010

As of Monday, April 4, the Swedish Match AB annual report for 2010 is available on the Company website: <http://www.swedishmatch.com/AnnualReports>.

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

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Swedish Match develops, manufactures and sells market-leading brands in product areas Snus and snuff, Other tobacco products (US mass market cigars and chewing tobacco) and Lights. The Group sells products across the globe, with production units in seven countries. The Group's global operations generated comparable sales of 11,222 MSEK for the twelve month period ending December 31, 2010. Comparable sales exclude businesses transferred to STG. The Swedish Match share is listed on the NASDAQ OMX Stockholm (SWMA).

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