



NASDAQ OMX Stockholm: SWMA

PRESS RELEASE

31 March, 2010

Swedish Match publishes annual report for 2009

As of today, 31 March, the Swedish Match AB annual report for 2009 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.

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Swedish Match develops, manufactures and sells market-leading brands in smokefree products, cigars and lights products. The Group sells products across the globe, with production units in 10 countries. The Group's global operations generated sales of 14,204 MSEK for the twelve month period ending December 31, 2009. The Swedish Match share is listed on the NASDAQ OMX Stockholm (SWMA).

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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 31 March, 2010 at 03:30 PM (CET).