



OMX Nordic Exchange: SWMA

PRESS RELEASE

26 March, 2008

Swedish Match AB appoints Rupini Bergström as Director International Media and PR

Rupini Bergstrom has been appointed Director International Media Relations & PR at the Swedish Match Group. Rupini Bergstrom will be responsible for Media Relations outside the Nordic region, with a special focus on the business and consumer media, while also supporting Swedish Match media and public relations efforts around the regulation of smoke-free products in the E.U.

Rupini Bergstrom was previously Corporate Affairs Manager Scandinavia at the Gallaher Group Plc., where she focused on media and public relations concerning regulation in the Nordic region and the E.U. Prior to that she spent 10 years as an international business journalist, first as Deputy Bureau Chief for Dow Jones Newswires in Stockholm and then as Nordic Correspondent for the Financial Times. Most recently, she has been a features writer for Dow Jones Inc. in New York.

Rupini Bergstrom starts her new position on April 1, 2008 and will report to Henrik Brehmer, Senior Vice President Corporate Communications. Rupini Bergstrom will be based in New York.

Swedish Match is a global Group of companies with a broad assortment of market-leading brands in smokeless tobacco products, cigars, pipe tobacco and lights products. The Group's global operations generated sales of 12,551 MSEK for the twelve month period ending December 31, 2007. Swedish Match shares are listed on OMX Nordic Exchange in Stockholm (SWMA).

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