



OMX Nordic Exchange: SWMA

PRESS RELEASE

18 March, 2008

Disclosure of substantial holding of shares

Swedish Match has on 17 March bought back 450,000 shares. The Company's holding of own shares thereby amounts to 13,663,000 shares, corresponding to 5.1 percent of the total amount of shares and votes in the Company. The total amount of shares outstanding, including shares held in treasury, amounts to 267,000,000.

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).

*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*

For further information, please contact:

*Lars Dahlgren, Chief Financial Officer
Office +46 8 658 04 41, Mobile +46 70 958 04 41*

The character of the information is such that it shall be disclosed by Swedish Match AB (publ) in accordance with the Financial Instruments Trading Act. The information was disclosed to the media on 18 March, 2008 at 08.30 a.m. (CET).