



Stockholmsbörsen: SWMA

PRESS RELEASE

31 May, 2007

Swedish Match to deregister from SEC

Swedish Match announced today that it intends to file on June 5, 2007 a Form 15F with the US Securities and Exchange Commission (SEC) to deregister its shares under the US Securities Exchange Act of 1934. Swedish Match expects that the deregistration will become effective 90 days after filing. As a result of the filing, Swedish Match's obligation to file certain reports and forms with the SEC, including Forms 20-F and 6-K, will be immediately suspended. In 2004, the Company delisted its American Depositary Shares (ADS) from the Nasdaq National Market and cancelled its ADS facility.

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 12,622 MSEK for the twelve month period ending March 31, 2007. Swedish Match shares are listed on Stockholmsbörsen (SWMA).

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