



NASDAQ OMX Stockholm: SWMA

PRESS RELEASE

2 November, 2009

Disclosure of substantial holding of shares

Swedish Match has on 30 October bought back 324,000 shares. The Company's holding of own shares thereby amounts to 12,628,000 shares, corresponding to 5,03 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 251,000,000.

Swedish Match produces and sells market-leading brands in smokefree tobacco products, cigars and lights products. The Company sells products across the globe, with production units in 10 countries. The Group's global operations generated sales of 14,139 MSEK for the twelve month period ending September 30, 2009. The Swedish Match share is listed on the NASDAQ OMX 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, President and Chief Executive Officer
Office +46 8 658 0441, Mobile +46 70 958 0441*

*Joakim Tilly, Chief Financial Officer
Office +46 8 658 0213, Mobile +46 76 860 9597*

The character of this 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 2 November, 2009 at 11.30 a.m. (CET).