



NASDAQ OMX Stockholm: SWMA

PRESS RELEASE

14 January, 2011

Swedish Match announces retirement of Lennart Freeman

Swedish Match announces that Lennart Freeman, Executive Vice President of Swedish Match AB, will retire effective March 1, 2011 after more than 30 years with the Company. Freeman is currently President of the Lights operating units, and prior to that served as President of Swedish Match International (SMI).

During his tenure as SMI President, Freeman successfully completed a major restructuring of that operating unit, resulting in the sale of the South African business to Philip Morris International in September 2009. He was also a part of the team to successfully execute the merger of the cigar and pipe tobacco businesses with Scandinavian Tobacco Group in October, 2010, creating one of the largest cigar companies in the world. Freeman's 33 year career span with Swedish Match includes serving as President of Swedish Match North America Division from 1999-2008, President of the Swedish Match Cigarette Division, Managing Director for Cricket Lighters, as well as various marketing and business development positions within Swedish Match.

"Lennart has been a valued member of the Group Management Team, and brought leadership and determination in making change happen. On behalf of all of the employees of Swedish Match, I wish Lennart and his family the very best for the future", said President and CEO Lars Dahlgren.

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*

*Emmett Harrison, Senior Vice President Corporate Communications and Sustainability
Office +46 8 658 0173, Mobile +46 70 938 0173*

*Richard Flaherty, President US Sales Division, US Investor Relations contact
Office +1 804 302 1774, Mobile +1 804 400 1774*

The character of this information 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 14 January, 2011 at 15.45 p.m. (CET).

Swedish Match develops, manufactures and sells market-leading brands in product areas Snus and snuff, Other tobacco products (US mass market cigars and chewing tobacco) and Lights. The Group sells products across the globe, with production units in seven countries. The Group's global operations generated sales of 14,351 MSEK for the twelve month period ending September 30, 2010. The Swedish Match share is listed on the NASDAQ OMX Stockholm (SWMA).

*Swedish Match AB (publ), Box 7179, SE-103 88 Stockholm
Visiting address: Västra Trädgårdsgatan 15, Telephone: +46 8 658 02 00
Corporate Identity Number: 556015-0756
www.swedishmatch.com*