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SWEDISH MATCH

PRESS RELEASE
September 20th, 1999

Swedish Match has entered into an agreement to acquire the outstanding 40% shares in Swedish Match KAV in Turkey from Koç Holding AS controlled companies. Swedish Match previously had a 60% share of Swedish Match KAV and will consequently as a result of this transfer own and control 100% of the company with manufacturing and sale of matches for mainly the Turkish market.

Swedish Match is an international group with its head office in Stockholm. The company produces an extensive range of tobacco products, matches and disposable lighters, which are sold in 140 countries. The company's total sales during 1998 amounted to approximately MSEK 8,200. The Swedish Match share is listed on the Stockholm Stock Exchange (SWMA) and NASDAQ (SWMAY)
