



PRESSRELEASE

March 29, 1999

Annual General Meeting of Swedish Match AB

The Annual General Shareholders' Meeting of Swedish Match will be held in Stockholm, Sweden on Monday, April 26, 1999 at 4.30 p.m. in Hall K1 of the Stockholm International Trade Fairs facility in Älvsjö ("Stockholmsmässan").

Swedish Match's Nominating Committee has proposed new election of Lennart Sundén, CEO of Swedish Match, and Meg Tivéus, CEO of AB Svenska Spel, and re-election of Arne Bennborn, Jan Blomberg, Mats Jansson, Bernt Magnusson and Klaus Unger as members of the Board of Swedish Match.

Notice for the Annual General Meeting is published in *Svenska Dagbladet*, *Dagens Nyheter*, *Post- och Inrikes Tidningar* and *Financial Times* on March 29, 1999. All documents relevant to the AGM are available at Swedish Match from April 12, 1999.

Please see enclosed notice.

For additional information please contact:

Bo Aulin, Senior Vice President, Corporate Affairs
Boel Sundvall, Vice President, Investor Relations

phone: +46 8 658 03 64

phone: +46 8 658 01 73

Swedish Match is an international group with headquarters in Stockholm, Sweden. The company manufactures a broad range of tobacco products, matches and disposable lighters that are sold in approximately 140 countries. Annual sales in 1998 amounted to approximately 8,200 MSEK. Swedish Match has approximately 11,400 employees. Swedish Match is listed on Stockholm Stock Exchange and on NASDAQ.