



Nasdaq: SWMAY Stockholmsbörsen: SWMA

PRESS RELEASE

17 November, 2003

Swedish Match announces new prices on moist snuff, for sale in the US

Swedish Match AB announced today that Swedish Match North America has increased wholesale prices on its moist snuff, effective November 17, 2003. The new wholesale list price for Timber Wolf will be \$1.87 per can, and for Renegades \$2.81 per can. Longhorn wholesale list price is unchanged at \$1.71 per can.

Swedish Match is a unique company with its range of market-leading brands in the product areas of snuff and chewing tobacco, cigars and pipe tobacco – tobacco's niche products – as well as matches and lighters. The Group's global operations generated sales of 13,018 MSEK in 140 countries for the twelve month period ending September 30, 2003. Swedish Match shares are listed on Stockholmsbörsen (SWMA) and Nasdaq (SMWAY).

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