



Stockholmsbörsen: SWMA

## **PRESS RELEASE**

*2 December, 2005*

### **Swedish Match Launches Kronan Snus in Sweden**

Swedish Match announces its newest snus brand in Sweden, *Kronan*, with a unique, yet classical Swedish taste and aroma, available in traditional 24 gram pouch cans. *Kronan*, with its distinctive green and yellow packaging, will offer consumers the first popularly priced pouch snus produced under strict Gothiatek® standards for product quality.

Kronan will be available in limited distribution beginning from mid-December.

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*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 13,022MSEK for the twelve month period ending September 30, 2005. Swedish Match shares are listed on Stockholmsbörsen (SWMA).*

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