

SWEDISH MATCH CORP
Form 6-K
September 07, 2004

SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

FORM 6-K

Report of Foreign Issuer

**Persuant to Rule 13a-16 or 15d-16 of
the Securities Exchange Act of 1934**

Report on Form 6-K dated September 7, 2004

Swedish Match AB

(Translation of Registrant's Name into English)

Rosenlundsgatan 36

S-118 85 Stockholm, Sweden

(Address of Principal Executive Offices)

(Indicate by check mark whether the registrant files or will file annual reports under cover of Form 20-F or Form 40-F.)

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Form 20-F Form 40-F

(Indicate by check whether the registrant by furnishing the information contained in this Form is also thereby furnishing the information to the Commission pursuant to Rule 12g3-2(b) under the Securities Exchange Act of 1934.)

Yes No

(If Yes is marked, indicate below the file number assigned to the registrant in connection with Rule 12g3-2(b); 82-_____)

Enclosure: Advocat General opinion that Snus Ban should remain pending amended directive

SIGNATURES

Persuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned, thereunto duly authorized.

Swedish Match AB

Date: September 7, 2004

By: /s/ Bertil Raihle

Bertil Raihle
Vice President Corporate Control

Nasdaq: SWMAY Stockholmsbörsen: SWMA

PRESS RELEASE

7 September, 2004

Advocat General opinion that Snus Ban should remain pending amended directive

Swedish Match learned today that the Advocat General appointed by the European Court of Justice (ECJ) has given its opinion to the ECJ that it should maintain the current EU ban (with the exception of Sweden) on the sales and distribution of snus and other oral tobaccos not intended to be chewed, pending an amended directive with a provision based on proper reasoning for the ban. The Court will form its final verdict later this year or early in 2005.

We should remember that this is only a recommendation to the European Court of Justice, and we believe that this recommendation fails to properly take into account several of the issues which in our opinion fully justifies a total removal of the ban, says Sven Hindrikes, CEO of Swedish Match. We should also bear in mind that regardless of the final decision by the ECJ, we see a long term potential in many markets in Europe and elsewhere.

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 13,133 MSEK in 140 countries for the twelve month period ending June 30, 2004. Swedish Match shares are listed on Stockholmsbörsen (SWMA) and Nasdaq (SWMAY).

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www.swedishmatch.com

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