

SWEDISH MATCH CORP
Form 6-K
October 25, 2005

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 October 25, 2005

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

Enclosure: Swedish Match to launch a new Swedish snus, General Onyx

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: October 25, 2005

By: /s/ Bertil Raihle

Bertil Raihle
Vice President Corporate Control

Stockholmsbörsen: SWMA

PRESS RELEASE

25 October, 2005

Swedish Match to launch a new Swedish snus, General Onyx

Swedish Match today has announced the launch of a new premium snus, *General Onyx*, to be introduced in the Swedish market in November. General Onyx is produced with a special tobacco blend in a new pouch form and deluxe packaging, offering a new standard for snus in Sweden.

This is the best *General* snus we have ever made – the blend, the packaging, even the snuff pouch itself has been improved to deliver the ultimate in consumer satisfaction. Just by looking at the can and the presentation of the product, people will know that this is special. We are proud to move to a whole new level with General Onyx, says Sven Hindrikes, President and CEO of Swedish Match.

General Onyx will be available in a select group of stores during its initial phase, and will be priced at a premium to other snus products available on the Swedish Market.

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

Swedish Match AB (publ), SE-118 85 Stockholm

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Corporate Identity Number: 556015-0756

www.swedishmatch.com

For further information, please contact:

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