

**SVENSKA CELLULOSA AKTIEBOLAGET SCA** (publ)  
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## New magazine from SCA

SCA is launching Shape magazine, a new global publication. The first issue will be published today, Friday 29 September 2006. The magazine, which replaces Investor Report, is intended for shareholders and other players in the financial market, authorities, opinion-builders, and so on.

The first issue features Russia which is an important future market for SCA. Initiatives in Russia include a SEK 500 million investment in tissue in the Moscow region – all in order to better meet the needs of the Russian market.

Shape will report on trends and news from SCA's business environment and markets.

SCA's Senior Vice President, Communications and Investor Relations, Bodil Eriksson, comments: "We want to provide a complete picture of SCA. Many people do not realize that consumer products account for about 60% of our sales and that we are present in almost every market in the world. Many still see SCA as solely a traditional forest industry company. We do have an excellent and specialized forest products business, but we also have so much more."

Stockholm, 29 September 2006

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