SVENSKA CELLULOSA AKTIEBOLAGET SCA (publ)

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Stockholm, 14 January 2008

New SVP Human Resources for SCA

SCA has recruited Gordana Landén as the company's new SVP Human Resources.

Gordana Landén joins SCA from the telecommunications company Ericsson where she has held a number of senior positions since 1991. She is currently Vice President Human Resources and Organization for their business unit Global Services with responsibility for approximately 28,000 employees worldwide.

Gordana Landén has broad and sound experience of a wide range of HR issues in an international environment. Gordana Landén will take up her new position at SCA within three months. She will report to the President and CEO Jan Johansson and be a member of SCA's senior management team.

Get photos at www.sca.com/press

For further information please contact

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This information is such that SCA must disclose in accordance with the Securities Markets Act. The information was submitted for publication on 14 January 2008 at 11.00 CET.

Svenska Cellulosa Aktiebolaget SCA is a global consumer goods and paper company that develops, produces and markets personal care products, tissue, packaging solutions, publication papers and solid-wood products. Sales are conducted in some 90 countries. SCA has annual sales in excess of SEK 101 billion (c. EUR 11 billion) and production facilities in more than 40 countries. SCA had approximately 51,000 employees at the beginning of 2007. SCA shares are traded on the Stockholm, London and New York stock exchanges. For more information, visit www.sca.com