

SVENSKA CELLULOSA AKTIEBOLAGET SCA (publ)

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SCA appoints new heads of hygiene operations

SCA has decided to make the following management changes in its hygiene operation:

- Thomas Wulkan, currently President SCA Americas, has been appointed new President Personal Care Europe. He will succeed Rijk Schipper who will leave this position.
- Sune Lundin, currently Senior Vice President of the Strategy and Business Development corporate staff, has been appointed new President of SCA Americas.
- Robert Sjöström, currently country manager at Capgemini Consulting, has been recruited to lead SCA's global hygiene category business group, replacing Gunnar Johansson who will leave the company. Mr. Sjöström will start his position at the latest on February 4th 2009.

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NB

This information is such that SCA must disclose in accordance with the Securities Markets Act.
