

Press release

5 November 2009

Sören Petersson new Director of Forest Management

Sören Petersson has been appointed the new Director of Forest Management and Head of Holmen Skog AB. He will take up his post on 1 February 2010.

Currently Head of Wood Procurement for the Örnköldsvik region within Holmen Skog, Sören Petersson previously headed the Lycksele region. He is a certified forester and is 40 years old. He succeeds Björn Andrén, who is retiring after 12 years of leading Holmen Skog.

The Director of Forest Management is a member of the senior management, reporting directly to the President and CEO.

Please visit [www.holmen.com /Press/Holmen Image bank/Senior management](http://www.holmen.com/Press/Holmen%20Image%20bank/Senior%20management) for photo.

For further information please contact:

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In its capacity as issuer, Holmen AB is releasing the information in this press release in accordance with Chapter 17 of the Swedish Securities Market Act (2007:528). The information was distributed to the media for publication at 17.00 CET on 5 November 2009.