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SNB's Jordan says Swiss franc's rise wasn't excessive

WETTINGEN, Switzerland, May 20 (Reuters) - The franc's rise against the euro in the financial crisis was not excessive, Swiss National Bank Vice Chairman Thomas Jordan said.

"Through the financial crisis there was a big pressure on the Swiss franc, the franc appreciated, but the central bank acted against this upwards pressure so that there wasn't an excessive appreciation," Thomas Jordan said at a business event.

The Swiss National Bank's has repeatedly said it will combat an excessive appreciation of the franc against the euro to stave off deflation risks.

(Reporting by Catherine Bosley)

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