

PRESS RELEASE

Investor Relations:

New York: +1 (917) 663 2233

Lausanne: +41 (0)58 242 4666

Media:

Lausanne: +41 (0)58 242 4500



PHILIP MORRIS INTERNATIONAL

PHILIP MORRIS INTERNATIONAL INC. (PMI) TO HOST WEBCAST OF 2010 INVESTOR DAY

NEW YORK, June 17, 2010 – Philip Morris International Inc. (PMI) (NYSE/Euronext Paris: PM) will host a live audio webcast at www.pmi.com of presentations made by senior management and Q&A sessions at the PMI 2010 Investor Day, which will be held at its Operations Center in Lausanne, Switzerland, on June 23 and 24, 2010.

The presentations and Q&A sessions will be webcast live both days, in local Swiss time, in a listen-only mode beginning on Wednesday, June 23, 2010, at approximately 9:00 a.m. and concluding at approximately 5:00 p.m. that day. The webcast will resume on June 24, 2010, at approximately 8:40 a.m. and conclude at approximately 10:45 a.m.

An archive of the webcast will be made available until Friday, July 23, 2010, at www.pmi.com. An audio replay in MP3 format will also be available within 24 hours after the event on the company's Web site. A copy of remarks and slides will be made available at www.pmi.com at the start of each presentation.

###

About Philip Morris International Inc.

Philip Morris International Inc. (PMI) is the leading international tobacco company, with seven of the world's top 15 brands, including *Marlboro*, the number one cigarette brand worldwide. PMI has more than 77,000 employees and its products are sold in approximately 160 countries. In 2009, the company held an estimated 15.4% share of the total international cigarette market outside of the U.S., or 26% excluding the People's Republic of China and the U.S. For more information, see www.pmi.com.