

PRESS RELEASE

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PHILIP MORRIS INTERNATIONAL

PHILIP MORRIS INTERNATIONAL INC. (PMI) TO HOST WEBCAST OF PRESENTATION AT BARCLAYS CAPITAL BACK-TO-SCHOOL CONSUMER CONFERENCE

NEW YORK , August 31, 2010 – Philip Morris International Inc.'s (NYSE/Euronext Paris: PM) will host a live audio webcast of the company's remarks and question-and-answer session by Hermann Waldemer, Chief Financial Officer, at the Barclays Capital Back-To-School Consumer Conference at www.pmi.com on Tuesday, September 7, 2010, at approximately 10:30 a.m. ET.

The webcast will provide live audio of the entire PMI session and will be in a listen-only mode.

An archived copy of the webcast will be made available until 5:00 p.m. ET on Wednesday, October 6, 2010, at www.pmi.com. An audio replay in MP3 format will also be available within 24 hours after the conclusion of the presentation on the company's Web site.

Philip Morris International Inc. Profile

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's 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 26.0% excluding the People's Republic of China and the U.S. For more information, see www.pmi.com.