

PRESS RELEASE

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PHILIP MORRIS INTERNATIONAL

PHILIP MORRIS INTERNATIONAL INC. (PMI) TO WEBCAST PRESENTATION AT MORGAN STANLEY GLOBAL CONSUMER & RETAIL CONFERENCE

NEW YORK, November 10, 2010 – Philip Morris International Inc. (NYSE/Euronext Paris: PM) will host a live audio webcast of a presentation at the Morgan Stanley Global Consumer & Retail Conference in New York at www.pmi.com on Wednesday, November 17, 2010 at approximately 12 Noon ET.

The webcast will provide live audio of a presentation and Q&A session by Mr. Louis Camilleri, Chairman & Chief Executive Officer. The webcast will be in a listen-only mode.

An archived copy of the webcast together with presentation remarks and slides will be available until 5:00 p.m. ET on Friday, December 17, 2010 at www.pmi.com.

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[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.