

PRESS RELEASE



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PHILIP MORRIS INTERNATIONAL INC. (PMI) **TO HOST WEBCAST OF** **2010 FULL-YEAR AND FOURTH-QUARTER RESULTS**

NEW YORK, February 3, 2011 – Philip Morris International Inc., (NYSE/Euronext Paris: PM) will host a live audio webcast at www.pmi.com on Thursday, February 10, 2011 at 1:00 p.m. ET to discuss 2010 full-year and fourth-quarter results, which will be issued mid-morning the same day.

During the webcast, Louis C. Camilleri, Chairman and Chief Executive Officer, and Hermann Waldemer, Chief Financial Officer, will discuss the company's 2010 full-year and fourth-quarter results, the outlook for 2011 and answer questions from the investment community and news media. The webcast will be in a listen-only mode.

An archived copy of the webcast will be available until 5:00 p.m. ET on Friday, March 11, 2011.

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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.