

PRESS RELEASE



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PHILIP MORRIS INTERNATIONAL INC. (PMI) **TO WEBCAST PRESENTATION AT** **CONSUMER ANALYST GROUP OF NEW YORK (CAGNY) CONFERENCE**

NEW YORK, New York -- February 16, 2011 -- Philip Morris International Inc. (NYSE/Euronext Paris:PM) will host a live audio webcast of its presentation at the annual Consumer Analyst Group of New York (CAGNY) conference at www.pmi.com on Wednesday, February 23, 2011 at approximately 9:15 a.m. ET.

The webcast will provide audio of a presentation and Q&A session by Mr. Hermann Waldemer, Chief Financial 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 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 180 countries. In 2010, the company held an estimated 16.0% share of the total international cigarette market outside of the U.S., or 27.6% excluding the People's Republic of China and the U.S. For more information, see www.pmi.com.