

PRESS RELEASE

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PHILIP MORRIS INTERNATIONAL

PHILIP MORRIS INTERNATIONAL INC. (PMI) **TO WEBCAST PRESENTATION AT** **CONSUMER ANALYST GROUP OF EUROPE (CAGE) CONFERENCE**

NEW YORK – March 22, 2011 – Philip Morris International Inc. (NYSE/Euronext Paris:PM) will host a live audio webcast of its presentation at the Consumer Analyst Group of Europe (CAGE) conference in London, U.K., at www.pmi.com on Monday, March 28, 2011, at approximately 10:30 a.m. local time (5:30 a.m. ET).

Highlights of the presentation will include an overview of the international tobacco sector in 2010, including a summary of key PMI market and brand performances, and a review of PMI's cash flow and shareholder returns.

The webcast will provide audio of the 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 slides, will be available at www.pmi.com.

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'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.