

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, 2011 – 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 Wednesday, September 7, 2011, at approximately 9:00 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 Thursday, October 6, 2011, 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 international 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.