

PRESS RELEASE



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

NEW YORK, November 9, 2011 – 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 16, 2011 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 16, 2011 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 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.