

PRESS RELEASE

Investor Relations

Philip Morris International Inc.

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PHILIP MORRIS INTERNATIONAL

PHILIP MORRIS INTERNATIONAL INC. (PMI) PRESENTS AT THE CITI AND DEUTSCHE BANK 2012 CONSUMER STAPLES MEXICO FIELD TRIP

NEW YORK, March 8, 2012 – Philip Morris International Inc. (NYSE / Euronext Paris: PM) announces that Mindaugas Trumpaitis, PMI's Managing Director Mexico & Ecuador, will provide investors with a review of Mexico's cigarette market dynamics at the Citi and Deutsche Bank 2012 Consumer Staples Mexico Field Trip, Mexico City, on Thursday, March 8.

The presentation and related discussion contain statements that, to the extent they do not relate strictly to historical or current facts, constitute "forward-looking statements" within the meaning of the Private Securities Litigation Reform Act of 1995. Such forward-looking statements are based on current plans, estimates and expectations, and are not guarantees of future performance. They are based on management's expectations that involve a number of business risks and uncertainties, any of which could cause actual results to differ materially from those expressed in or implied by the forward-looking statements. PMI undertakes no obligation to publicly update or revise any forward-looking statements, except in the normal course of its public disclosure obligations. The risks and uncertainties relating to the forward-looking statements in this presentation include those described under Item 1A. "Risk Factors" in PMI's Form 10-K for the year ended December 31, 2011, filed with the Securities and Exchange Commission

A copy of the presentation and remarks will be made available at www.pmi.com at approximately 10:00 a.m., Eastern Time, on March 8, 2012.

About 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 2011, the company held an estimated 16.0% share of the total international cigarette market outside of the U.S., or 28.1% excluding the People's Republic of China and the U.S. For more information, see www.pmi.com.