

## 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 12, 2012 – 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](http://www.pmi.com) on Monday, March 19, 2012, at approximately 10:15 a.m. local time (6:15 a.m. ET).

Highlights of the presentation will include an overview of the international tobacco sector in 2011, 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](http://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 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](http://www.pmi.com).