

PRESS RELEASE

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PHILIP MORRIS INTERNATIONAL

PHILIP MORRIS INTERNATIONAL INC. (PMI) **CALLS STOCKHOLDER MEETING**

NEW YORK, March 30, 2012 – Philip Morris International Inc. (NYSE/Euronext Paris: PM) today informs its stockholders that it is holding the 2012 Annual Meeting of Stockholders of PMI at 9:00 a.m. on Wednesday, May 9, 2012, in the Empire State Ballroom, at the Grand Hyatt New York, 109 East 42nd Street, New York, New York, U.S.A., for the following purposes:

- 1) To elect twelve directors.
- 2) To ratify the selection of PricewaterhouseCoopers SA as independent auditors for the Company for the fiscal year ending December 31, 2012.
- 3) To vote on an advisory resolution approving executive compensation.
- 4) To approve the Philip Morris International Inc. 2012 Performance Incentive Plan.
- 5) To vote on two stockholder proposals, if properly presented at the meeting.
- 6) To transact other business properly coming before the meeting.

Only stockholders of record on March 16, 2012 are entitled to vote at the meeting, or at any adjournments or postponements of the meeting.

To obtain copies of PMI's proxy statement for its 2012 Annual Meeting of Stockholders and the necessary documents to vote your shares, please consult PMI's website at www.pmi.com/investors.

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.