

PRESS RELEASE

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PHILIP MORRIS INTERNATIONAL

PHILIP MORRIS INTERNATIONAL INC. **INCREASES QUARTERLY DIVIDEND 10.4% TO \$0.85 PER SHARE**

NEW YORK, September 12, 2012 -- The Board of Directors of Philip Morris International Inc. (NYSE Euronext Paris: PM) today increased the company's regular quarterly dividend by 10.4%, to an annualized rate of \$3.40 per share.

The new quarterly dividend of \$0.85 per share, up from \$0.77 per share, is payable on October 11, 2012, to stockholders of record as of September 27, 2012. The ex-dividend date is September 25, 2012.

For more details on stock, dividends and other information, see 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.