

## PRESS RELEASE

Investor Relations:

New York: +1 (917) 663 2233

Lausanne: +41 (0)58 242 4666

Media:

Lausanne: +41 (0)58 242 4500



PHILIP MORRIS INTERNATIONAL

### PHILIP MORRIS INTERNATIONAL INC. (PMI) PRESENTS AT BARCLAYS CAPITAL BACK-TO-SCHOOL CONSUMER CONFERENCE

NEW YORK, September 7, 2010 – Philip Morris International Inc.'s (NYSE / Euronext Paris: PM) Chief Financial Officer, Hermann Waldemer, will address investors today at the Barclays Capital Back-To-School Consumer Conference in Boston.

The presentation and Q&A session are being webcast live, in a listen-only mode, beginning at approximately 10:30 a.m. ET, at [www.pmi.com](http://www.pmi.com). Highlights of the presentation include a review of business drivers and PMI's performance in the second quarter of 2010.

An archived copy of the webcast will be made available until 5:00 p.m. ET on Wednesday, October 6, 2010, at [www.pmi.com](http://www.pmi.com). An audio replay in MP3 format will also be available within 24 hours after the event on the company's Web site. A copy of the slides, including reconciliation slides of non-GAAP financial measures, will be made available at [www.pmi.com](http://www.pmi.com) at the start of the presentation.

###

Philip Morris International Inc. Profile

Philip Morris International Inc. (PMI) is the leading international tobacco company, with seven of the world's top 15 brands, including *Marlboro*, the number one cigarette brand worldwide. PMI's products are sold in approximately 160 countries. In 2009, the company held an estimated 15.4% share of the total international cigarette market outside of the U.S., or 26.0% excluding the People's Republic of China and the U.S. For more information, see [www.pmi.com](http://www.pmi.com).