

PRESS RELEASE



PHILIP MORRIS INTERNATIONAL

Investor Relations

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PHILIP MORRIS INTERNATIONAL INC. (PMI) PRESENTS AT CITI INVESTMENT RESEARCH ASIA TOBACCO FIELD TRIP

NEW YORK, March 5, 2010 – Philip Morris International Inc. (NYSE / Euronext Paris: PM) announces that Frederic de Wilde, President of Philip Morris Japan, will provide investors with a review of Japan's cigarette market dynamics at the Citi Investment Research Asia Tobacco Field Trip in Tokyo, Japan, on Monday, March 8, and that Roman Militsyn, Managing Director of Philip Morris Korea, will provide a similar review of South Korea's cigarette market dynamics on Wednesday, March 10, in Seoul, South Korea.

The presentations may contain projections of future results and other forward-looking statements that involve a number of risks and uncertainties and are made pursuant to the Safe Harbor Provisions of the Private Securities Litigation Reform Act of 1995.

PMI is further subject to other risks detailed from time to time in its publicly filed documents, including the Form 10-K for the year ended December 31, 2009. PMI cautions that it does not undertake to update any forward-looking statements that it may make, except in the normal course of its public disclosure obligations.

A copy of the respective remarks and slides will be made available at www.pmintl.com at approximately 3:00 a.m., Eastern Time, on the day of each presentation.

About Philip Morris International Inc.

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 has more than 77,000 employees and its 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.pmintl.com.