

PRESS RELEASE

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PHILIP MORRIS INTERNATIONAL

PHILIP MORRIS INTERNATIONAL INC. (PMI) **TO HOST WEBCAST OF 2012 INVESTOR DAY**

NEW YORK, June 14, 2012 – Philip Morris International Inc. (PMI) (NYSE/Euronext Paris: PM) will host a live audio webcast at www.pmi.com of presentations made by senior management and Q&A sessions at its 2012 Investor Day, which will be held at its Operations Center in Lausanne, Switzerland, on June 21 and 22, 2012.

The presentations and Q&A sessions will be webcast live both days, in local Swiss time, in a listen-only mode beginning on Thursday, June 21, 2012, at approximately 9:00 a.m. and concluding at approximately 5:00 p.m. that day. The webcast will resume on June 22, 2012, at approximately 8:40 a.m. and conclude at approximately 11:45 a.m. Times are local Swiss.

An archive of the webcast will be made available until Friday, July 20, 2012, at www.pmi.com. A copy of remarks and slides will be made available at www.pmi.com at the start of each presentation.

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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.