



PHILIP MORRIS ČR

PRESS RELEASE

The Board of Directors of Philip Morris ČR a.s. announces the appointment of new Managing Director Czech & Slovak Republic & Hungary

Kutná Hora, April 29, 2011 – The Board of Directors of Philip Morris ČR a.s. announced today the following change in the company's senior management.

After more than three years of successful leadership of the affiliates of Philip Morris International in the Czech Republic, Slovakia and Hungary Alvise Giustiniani has been appointed to the position of Area Vice President Thailand, Hong Kong, Taiwan, Indochina & Bangladesh.

Effective June 1, 2011 Andras Tovisi will be appointed to the position of Managing Director Czech & Slovak Republic & Hungary, responsible for managing Philip Morris ČR a.s., Philip Morris Slovakia s.r.o. and Philip Morris Hungary.

Short biographies:

Andras Tovisi (44) studied economics and graduated from the College of Foreign Trade in Budapest. Andras joined the Sales team of Philip Morris Hungary in 1991. Over the next eighteen years, he assumed a number of Sales and Marketing management positions in different regions around the world and in the Sales Strategy and Marlboro Brand groups at PMI's Operations Center in Lausanne, Switzerland. In November 2008, he was appointed Managing Director of Philip Morris Hungary. Within a year he led the company to the number one position in terms of market share in the Hungarian tobacco market..

Alvise Giustiniani (47) graduated from the Faculty of Civil Engineering in Padova, Italy and holds an MBA from INSEAD, France. Alvise has marked a distinguished career in PMI, beginning in Finance in 1993. He then assumed strategic positions within the Business Development, Corporate Affairs, and Sales functions at PMI's Operations Center in Lausanne, Switzerland and the PMI affiliates in Germany and Italy. Prior to his assignment in Philip Morris ČR a.s, he served as a Managing Director of Tabaqueira, the affiliate of Philip Morris International in Portugal.

Philip Morris ČR a.s.

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Philip Morris ČR a.s. profile:

Philip Morris ČR a.s., an affiliate of Philip Morris International Inc., is the largest producer of tobacco products in the Czech Republic. The company, which has been present in the country since 1992, employs approximately 1,200 people across the Czech Republic and produces nine cigarette brand families in 72 cigarette variants as well as three variants of roll-your-own tobacco. It operates the only tobacco and cigarette manufacturing facility in the Czech Republic. According to retail audit research conducted by A.C. Nielsen, the company held a 54.0% market share in the Czech Republic and 50.6% in Slovakia in 2010. For more than 18 years, Philip Morris ČR operates the PMČR Charitable Fund that supports several charitable projects, including the development of social programs aimed at improving the living conditions in local communities. For more information, see www.philipmorris.cz.

Philip Morris International Inc. (PMI) profile:

PMI is the leading international tobacco company, with 7 of the world's top 15 brands, including *Marlboro*, the number one cigarette brand worldwide. PMI's products are sold in approximately 180 countries. In 2010, the company held an estimated 16.0% share of the total international cigarette market outside of the U.S., or 27.6% excluding the People's Republic of China and the U.S. For more information, see www.pmi.com.

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