



1400 EYE STREET, N.W. • SUITE 1200 • WASHINGTON, DC 20005
PHONE (202) 296-5469 • FAX (202) 296-5427

Louis C. Camilleri
Chairman and Chief Executive Officer
Philip Morris International Inc
Avenue de Rhodanie 50
1007 Lausanne
Switzerland

July 23, 2008

Dear Mr. Camilleri,

We have learned that Philip Morris International/Sampoerna is sponsoring a concert featuring singer and star, Alicia Keys in Jakarta, Indonesia on July 31, 2008 that is being heavily promoted in association with the cigarette brand "A Mild".

Mr. Camilleri, when you were the President of Altria based in the United States you entered into legal commitments on behalf of your American affiliate not to sponsor music concerts precisely because of their appeal to youth. Indeed, you made a great deal of your public commitment to changing Philip Morris' marketing practices, claiming that Philip Morris was a reformed company and that it would no longer engage in marketing practices that had been identified as appealing to youth.

One can only conclude that Philip Morris International (PMI) under your leadership does not place the same value on the life of a youth in Indonesia that you do on the life of an American child. And, that Philip Morris International under your leadership is prepared to engage in marketing practices in developing nations, like Indonesia, that you would never engage in in the United States.

It is a cynical company with no moral compass that would engage in these practices. The sponsorship and promotion of the Alicia Keys concert in Indonesia on its face appears to be a demonstration that Philip Morris International has not changed at all in its willingness to engage in whatever marketing practices it can get away with, including marketing practices that are blatantly and clearly targeted at youth in developing countries.

An estimated 200,000 people die from smoking related illness a year in Indonesia, and an estimated 78% of current Indonesian smokers began before the age of 19. The effort to attract children to a concert promoted in association with a major cigarette brand using a star and marketing tactics that appeal to children is wrong whether it takes places in New York City or Jakarta, Indonesia. It is a statement about the values of Philip Morris International under your leadership.

It is also particularly poignant that you are using Alicia Keys to promote "A Mild" cigarette to youth. In 2006, United States Federal Judge Kessler found that Philip Morris USA while under your leadership had violated civil racketeering laws and defrauded the American people for decades with regard to the health risks of smoking and their marketing to children. Judge Kessler ordered Philip Morris USA to desist from using

misleading descriptors like “light”, “low” and “mild”. While Judge Kessler’s order is on appeal, it is worth noting that Philip Morris has endorsed legislation in the United States that would also ban the use of these misleading terms.

Nonetheless, Philip Morris International/Sampoerna is now using a singing star to market a cigarette using the term “mild” to a new generation of Indonesian children.

By this letter we are formally requesting you on behalf of Philip Morris International/Sampoerna to immediately withdraw your sponsorship of and all marketing related to Alicia Keys’ concert and agree not to engage in this kind of activity in the future in Indonesia or any other country in which PMI operates.

How you respond will send a clear signal about what the world community can expect from PMI under your leadership.

Sincerely,

A handwritten signature in black ink that reads "Matthew L. Myers". The signature is written in a cursive, flowing style.

Matthew L Myers
President
Campaign for Tobacco-Free Kids