

FOR IMMEDIATE RELEASE

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PHILIP MORRIS U.S.A. RECALLS CIGARETTE BRANDS

The following statement has been issued by James J. Morgan, President and Chief Executive Officer, Philip Morris U.S.A., New York:

Philip Morris U.S.A. is voluntarily initiating a pre-emptive and precautionary recall of a number of its cigarette brand packings because a small percentage have defective filters that could cause temporary discomfort to smokers.

The products being recalled are on the attached list. These products were manufactured over a short period of time in our domestic facilities.

We have stopped the distribution of the affected product, and we have no evidence that any of it is being sold at retail. In fact, it is possible that none has reached retail outlets. However, because we cannot be absolutely certain that none of the products has reached retail distribution, Philip Morris U.S.A. has decided, out of an abundance of caution, to recall all of the brand packings that are involved.

Accordingly, any consumer who has one of the listed brands, should return it to a retailer that carries the product, and a refund of the purchase price will be given. Effective immediately, retailers are being instructed to segregate the identified brand packings, and Philip Morris sales representatives will visit all retail establishments and remove any product in question. At that time, the retailer will be provided with a certificate and poster verifying that all Philip Morris products on the premises meet our quality standards.

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