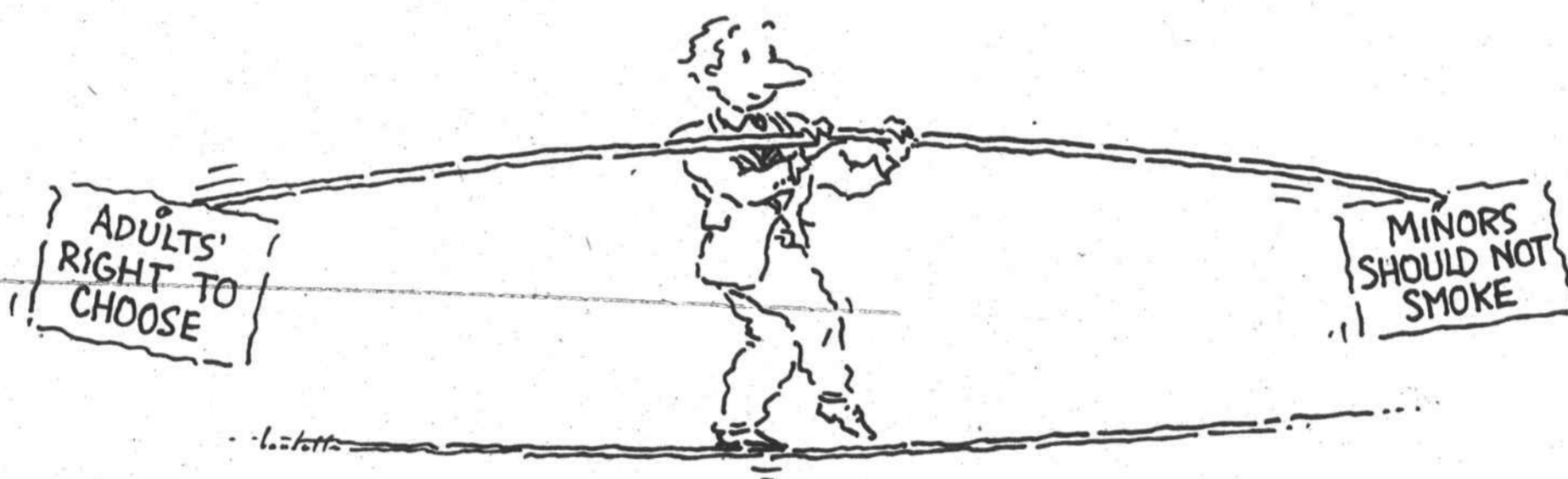


Our position, word by word.

Balance



At Philip Morris, we believe that adults have a right to choose whether or not to smoke.

But we also believe that minors should not smoke. These two issues — preserving the right of adults to make personal choices and preventing minors from having access to cigarettes — are equally important. But they should be addressed separately. It's important to maintain a balanced view so both issues get the attention they deserve.

For instance, our recently launched initiative, *Action Against Access*, is one of the most comprehensive programs ever introduced to prevent minors from having access to cigarettes. We are confident that this program will make a difference.

On the other hand, we will continue to vigorously support the right of adults to make personal choices.

Our position is that the issue of youth and cigarettes should not be used to curtail the freedom of those adults who choose to smoke.

It's important to prevent minors from having access to cigarettes. But it's just as important to respect the right of adult smokers and nonsmokers to make individual choices.



**We want you to know
where we stand.**

Facts Matter

In June of this year, Philip Morris voluntarily stopped distributing free samples of all its cigarette brands in the United States as part of its *Action Against Access* program.