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Louis C. Camilleri
Chairman and Chief Executive Officer
Philip Morris International Inc
Sent by fax to:
Geneva: +41-58-242-4855
New York: 917-663-8122

January 19, 2009

Dear Mr. Camilleri,

It has come to our attention that Philip Morris International (PMI) is sponsoring *Marlboro Rock in Orchestra*, a 15-city concert series in Indonesia that features *Slank* and other popular Indonesian bands. As we have in the past, we urge you to cancel your sponsorship of the last concert in Semarang on January 24.

This concert, like the other concerts we have written to you about in the past, clearly appeals to Indonesia's youth and your sponsorship of this concert is inconsistent with your pledges not to engage in marketing practices that impact youth. Indeed, there is no question that you could not and would not sponsor a similar concert in the United States or in any other country with progressive tobacco control policies.

Slank is a trend-setting rock band that is well known by and that is extremely popular among Indonesia's youth. In our past correspondence with you about other PMI concert sponsorships, you have claimed that you only engage in marketing that targets adult smokers and that your company is committed to youth smoking prevention. It is impossible to reconcile that position with your sponsorship of this concert. Even though this concert series is advertised as being limited to those who are 18 and over, the extensive publicity and advertising impacts youth and it is virtually certain that youth will attend the concert.

When you were the President of Altria, you entered into legal commitments not to sponsor music concerts in the United States because of their appeal to youth. Yet, under your leadership PMI engages in these marketing practices in Indonesia. How can we reach any conclusion other than the fact that PMI, under your leadership, does not place the same value on the life of a youth in Indonesia that it does on the life of an American child.

We call on you to adopt the same policy worldwide that is in place in the United States – no sponsorship of music events. In the view of public health experts worldwide, brand name sponsorship of music events makes tobacco products more appealing to young people. All children everywhere should be protected from forms of tobacco marketing that no longer are allowed or accepted in wealthy nations.

Your company's public assertions of support for Indonesia's ratification of the Framework Convention on Tobacco Control are not consistent with its actions in Indonesia. As you know, at the recent FCTC Conference of the Parties in South Africa, the 161 nations that are Parties to the treaty unanimously adopted guidelines categorically against any form of tobacco industry sponsorship for music events.

By this letter, I am formally requesting that PMI immediately withdraw its sponsorship and marketing of the concert in Semarang on January 24 and agree not to engage in this kind of activity in the future in Indonesia or any other country in which PMI operates.

Sincerely,

A handwritten signature in cursive script that reads "Matthew L. Myers".

Matthew L Myers
President
Campaign for Tobacco-Free Kids