



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

20 January 2009

Dear Mr. Camilleri,

Re: Halt Philip Morris sponsored music events in Indonesia

We wish to register our protest against Philip Morris International (PMI) sponsorship of *Marlboro Rock in Orchestra*, a 15 city concert series in Indonesia that features *Slank* and other Indonesian bands popular with youth. Yet again this sponsorship of your company is contrary to your public position that your company does not target children and youth in its promotional activities.

In the US, Philip Morris/Altria ended its sponsorship of music events because they appeal to youth. However your company continues to practice double standards in Indonesia and targets youth by sponsoring music events featuring artistes popular among Indonesian youth. Your company's stance that these concerts are for those above 18 years and that your company does not recruit new smokers among the young is disingenuous and merely pays lip service. Your purposeful choice of associating the Marlboro brand with *Slank*, a group hugely popular with youth, and widespread advertising of the concerts, is proof of your unethical promotions in Indonesia. This must stop.

Last year when your company sponsored the Alicia Keys concert in Indonesia, international protest had to be initiated before you took action to stop the advertising at the very last minute. And now your company is at it again. Irrespective of Indonesia's status of tobacco advertising laws, you are aware that tobacco sponsorship of music events is simply unacceptable and has been outlawed in most parts of Asia. We at SEATCA observe that your promotions in Indonesia have been escalating. We urge your company to immediately withdraw its sponsorship and advertising of the concert which will be held on January 24 in Semarang. We also request that you adopt a company policy not to sponsor music events or other types of youth oriented events in Indonesia or any other country in which PMI operates.

Sincerely,

Dr. Mary Assunta
Senior Policy Advisor
SEATCA

Cc: Director, Regulatory Affairs, Philip Morris Asia