



October 19, 2004

Louis C. Camilleri
Chairman and Chief Executive Officer
Altria Group, Inc.
120 Park Avenue
New York, New York 10017-5592

Dear Mr. Camilleri:

It has come to our attention that several executives of Altria/Philip Morris have recently given speeches suggesting that your company is in some way partnering with the public health community, specifically citing our four organizations. This is a completely false characterization.

Philip Morris should stop trying to borrow legitimacy from our reputations and decades of work in tobacco control and public health. As the world's largest multinational tobacco company, Philip Morris remains a primary contributor to the death and disease caused by tobacco use in the United States and around the world. In addition, more kids in the U.S. – 49.2 percent of smokers aged 12-17 – smoke Philip Morris' Marlboros than nearly all other cigarette brands combined, according to the federal government's National Survey on Drug Abuse and Health. Philip Morris also remains an opponent of such proven tobacco control measures as cigarette tax increases and smoke-free workplace laws.

Philip Morris' support of federal legislation our organizations endorsed to grant the Food and Drug Administration authority over tobacco products does not make us "partners." We call on Altria/Philip Morris to immediately cease such claims.

Sincerely,

John R. Seffrin, Ph.D.
CEO
American Cancer Society

M. Cass Wheeler
CEO
American Heart Association

John L. Kirkwood
President and CEO
American Lung Association

Matthew L. Myers
President
Campaign for Tobacco-Free Kids