



Altria Today

Recognizing **Our Responsibilities**

Responsibility is more than a word at Altria – it's important to our continued success.

Altria's companies produce premium tobacco brands, including Marlboro, Copenhagen, Skoal and Black & Mild, and quality wines from Chateau Ste. Michelle and Columbia Crest. Our companies' products are intended for adult consumers, and they understand the importance of marketing them responsibly. Our tobacco companies:

- Focus on one-to-one marketing efforts, such as direct mail, e-mail and promotional events, and have processes in place to verify they reach consumers 21 and older.
- Work with retailers to restrict in-store display materials and product access – and support the successful We Card® program to help reduce underage tobacco use.
- Communicate about the health effects of their tobacco products.

At Altria, we also recognize that our companies' actions impact more than 335,000 U.S. retailers and their employees – and the thousands of farmers and suppliers they do business with every day.

There's more to leadership than financial performance. As the owner of America's largest manufacturers of tobacco products, we take our responsibilities seriously. It's our way of doing business at Altria today.

Philip Morris USA
U.S. Smokeless Tobacco Company
John Middleton
Ste. Michelle Wine Estates
Philip Morris Capital Corporation



Altria

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