



The evolving responsibility of business to reflect society

by the parent company of Kraft Foods, Philip Morris International and Philip Morris USA

What makes a responsible company? Over years and even decades, the answers from society to this question have evolved considerably.

At Altria Group, the ways in which we are striving to meet societal expectations also continue to evolve. An important element is our commitment to listen to all sectors of society, including our companies' critics. Not just to detect shifts in society's expectations, but to respond honestly and positively when we hear them.

We know that the right structures and processes must be in place throughout our companies so that the letter and spirit of laws are followed. But even more than this, the right values and skills must be instilled in our people. Each of our companies is working so that these things are in place.

As a company that is the parent of both food and tobacco companies we know we have a role to play. Our commitment to employees, shareholders, our companies' consumers, regulators and society as a whole is to continually make progress as we move forward.

Our name is Altria Group.



Altria

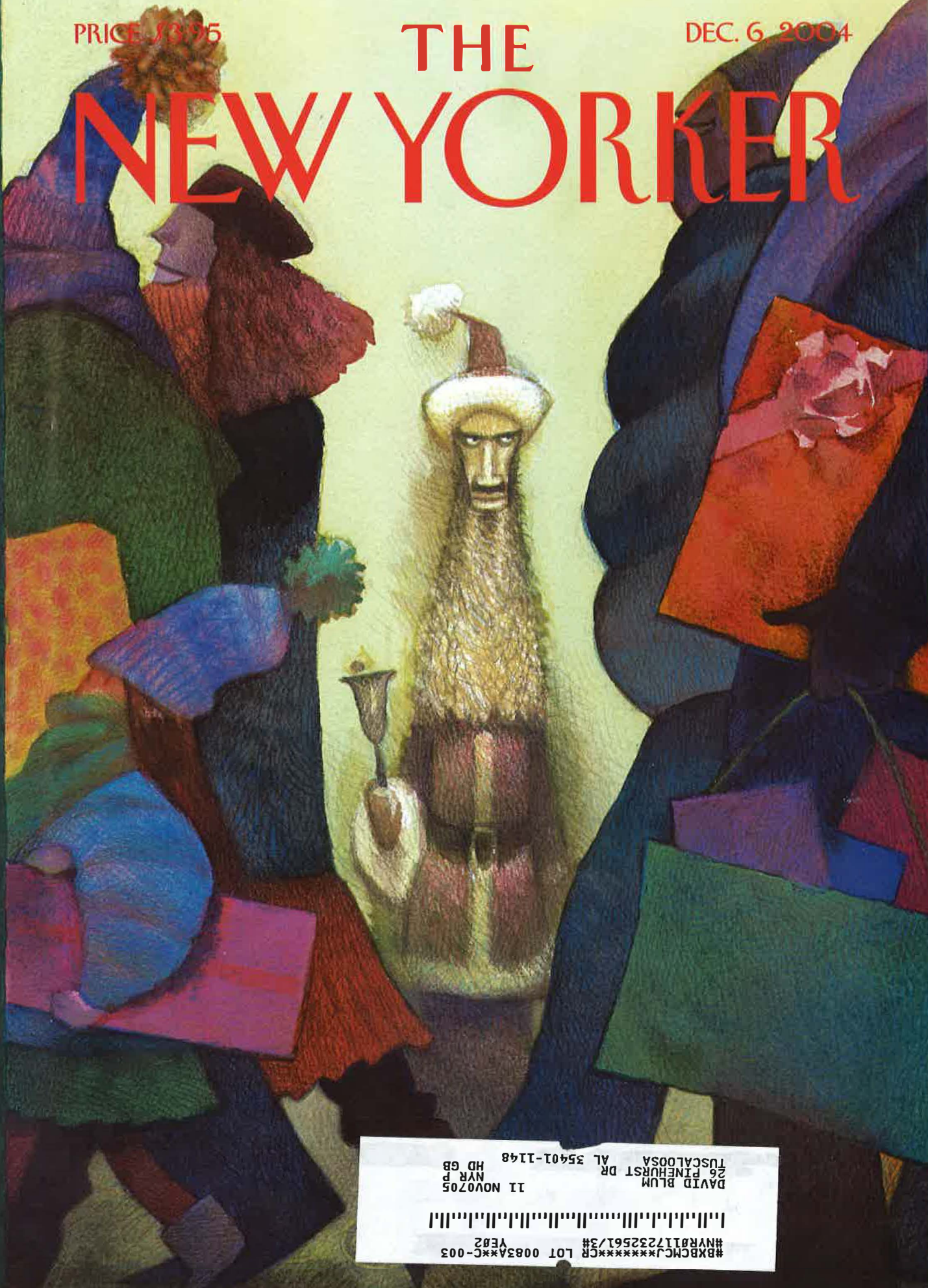
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At Bristol-Myers Squibb, our mission is clear. To discover and develop innovative treatments for the world's most serious diseases, such as cancer, AIDS and mental illness. To erase their devastating

effects. And someday, to wipe them off the face of the earth. The employees of Bristol-Myers Squibb around the globe are united in our dedication and commitment to extend and enhance human life.



Bristol-Myers Squibb Company

Hope, Triumph, and the Miracle of Medicine