

# RESPONSIBILITY



**Responsibility is a top priority at the Altria family of companies. It is integral to the way we do business and build trust with society.**

## **Compliance and Integrity**

At Altria, we are determined to conduct business with integrity, and in full compliance with the letter and spirit of the law. Our efforts are guided by Altria's Standards for Compliance and Integrity, and the Altria Code of Conduct. In 2005, each operating company developed unique programs to continue to embed compliance and integrity into its business. For example, Kraft implemented a "speaking up" policy, reinforcing employees' obligations to ask legal and ethical questions and report misconduct. PMI developed a global compliance infrastructure, and PM USA created the PM USA Compliance Institute to educate employees and enhance its culture of responsibility. Altria and our operating companies strive to foster ethical environments in which all employees understand the right thing to do, know how and where to get help, and feel empowered to take action should they encounter a compliance issue. We are continually working to improve upon our existing initiatives to help ensure that we are meeting the requirements of the law and the needs of our employees.

## **People**

We recognize that diverse and talented employees are key to our success. Each of our operating companies is committed to employee development and providing a workplace that promotes fairness, safety and inclusion.

Altria ranked Number One in DiversityInc's "Top 50 Companies for Diversity," and received the National Minority Business Council's "Outstanding Corporate Supplier Diversity Award" for 2005. Kraft received a top score on the Human Rights Campaign Foundation's Corporate Equality Index. Both PMI and PM USA are members of the Eliminating Child Labour in Tobacco-Growing Foundation, while Kraft supports the International Cocoa Initiative to eliminate child labor and forced labor.

## **Environment**

In 2005, our operating companies continued efforts to reduce the environmental impact of their activities, promote sustainable natural

resources and enhance environmental awareness. PM USA supported the Keep America Beautiful® Cigarette Litter Prevention Program, and both PMI and PM USA helped tobacco farmers manage resources and improve efficiency. Kraft purchased more than 13 million pounds of Rainforest Alliance-certified coffee and received its "Corporate Green Globe Award" for the company's commitment to sustainable coffee production.

## **Communities**

Altria companies contribute major support to not-for-profit organizations around the world. In 2005, we aided people and communities recovering from natural disasters, helped feed the hungry, assisted victims of domestic violence and supported the arts. By working closely with leaders in the field, we addressed existing and emerging service gaps, and supported collaborative long-term strategies to improve services and programs.

When hurricanes devastated New Orleans and the Gulf Coast, Altria donated almost \$5 million toward relief and reconstruction.



**Left: Kraft employee, Jiyun Song, helps preschoolers learn the alphabet on Kraft Cares Day.**

**Right: Altria Group supported hunger relief programs including the Food Bank for New York City.**

Following the unprecedented hurricane season of 2005 and the devastation caused by Katrina, we committed nearly \$5 million for relief and reconstruction efforts, particularly on the Gulf Coast. We partnered with disaster relief organizations including the American Red Cross and AmeriCares. Internationally, PMI provided support for victims of the earthquake in Pakistan and flooding in Mexico, El Salvador and Guatemala.

As part of our commitment to address the issue of hunger, the Altria companies supported more than 500 organizations that provide food and nutrition services. Grants totaled over \$12.8 million in 2005. These included local meals-on-wheels deliveries and initiatives to improve programs for people living with HIV/AIDS and other critical illnesses. Kraft funded community-based nutrition programs worldwide, including Salsa, Sabor y Salud in the U.S., partnering with the National Latino Children's Institute to promote healthy lifestyles for Latino families. Kraft also supported Health 4 Schools, an initiative in the

United Kingdom to encourage life-long healthy eating habits. PMI supported programs around the world to improve food security, reforestation and irrigation.

Since establishing its groundbreaking domestic violence prevention program in 1998, the Altria family of companies has awarded over \$45 million to organizations that provide critical services. In 2005, in partnership with the National Network to End Domestic Violence, Altria granted almost \$4.5 million to support legal advocacy and shelter services that help victims become survivors. In Europe, PMI supported domestic violence response training and shelter programs.

Altria continued its long-time support of the arts, providing more than 700 grants to dance, theatre and visual arts organizations across the country. Major sponsorships included the *Visual Music* exhibition at the Smithsonian Institution's Hirshhorn Museum and Sculpture Garden in Washington, D.C., and the national tour of the Mark Morris Dance

Group. In Richmond, Virginia, PM USA supported the ArtsFund, whose mission is to promote business support for arts and cultural organizations.

#### **Employee Involvement**

Our commitment to strengthening and improving communities is much more than the sum of our grant-making at Altria. Our employees continue to be involved in the communities where they live and work, giving generously of their time and money. Through our Employee Funds, Matching Gifts, Dollars for Doers and other initiatives, more than \$8.5 million was granted to not-for-profit organizations in 2005.

**More information is available at [www.altria.com/responsibility](http://www.altria.com/responsibility).**

