

Altria

Facts For Investors 2007 Second-Quarter Results

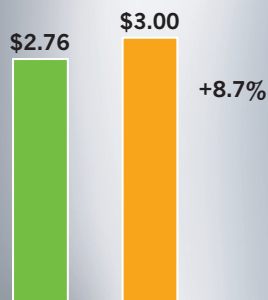
The Family of Companies

- Philip Morris USA Inc.
(100% Ownership)
- Philip Morris International Inc.
(100% Ownership)
- Philip Morris Capital Corporation
(100% Ownership)
- Other Interest:
ALG held a 28.6% economic and voting interest in SABMiller plc.
(Ownership percentages as of 6/30/07)

Altria Group, Inc. Raises Dividend

On August 29, 2007, Altria Group, Inc. increased its quarterly dividend 8.7% to \$0.75 per common share, payable on October 10, 2007 to stockholders of record as of September 14, 2007.

Annualized Dividend Rate Per Share



Company News

- On July 18, 2007, Altria Group, Inc. reported second-quarter results.
 - Reported diluted earnings per share from continuing operations were up 5.0% to \$1.05.
 - Adjusted for items detailed in table 1 below, diluted earnings per share from continuing operations were up 9.5% to \$1.15 versus \$1.05 in 2006.
- Philip Morris USA Inc.
 - Revenues net of excise taxes increased 1.5% to \$3.9 billion. Operating companies income* was down 22.8% to \$1.0 billion. Cigarette volume decreased 3.3% to 45.6 billion units. Total retail share was unchanged at 50.5%.
- Philip Morris International Inc. (PMI)
 - Revenues net of excise taxes and currency increased 4.0% to \$5.6 billion. Operating companies income* rose 4.7% to \$2.2 billion. Cigarette volume increased 3.3% to 221.0 billion units, due largely to acquisition volume from Lakson Tobacco in Pakistan.

*As described in Note 15, "Segment Reporting" of Altria Group, Inc.'s 2006 Annual Report, management reviews operating companies income, which is defined as operating income before corporate expenses and amortization of intangibles, to evaluate segment performance and allocate resources.

Shareholder Information

- Altria Group, Inc. is listed on the New York Stock Exchange under the ticker symbol "MO".



- **Investor Relations at Altria:**
917-663-2200

- **Shareholder Response Center:**
Computershare Trust Company, N.A., our transfer agent, will be happy to answer questions about your accounts, certificates, dividends or the Direct Stock Purchase and Dividend Reinvestment Plan.

- **Computershare Contact Information:**

Computershare Investment Plan for Altria Group, Inc.
P.O. Box 43075
Providence, RI 02940 USA
1-800-442-0077 (U.S. and Canada)
1-781-575-3572 (Outside U.S. and Canada)
E-mail address:
altria@computershare.com

- **Direct Stock Purchase and Dividend Reinvestment Plan:**

For more information, or to purchase shares directly through the Plan, please contact Computershare.

- **Shareholder Publications:**

For filings with the Securities and Exchange Commission, please visit:
www.altria.com/SECfilings.

Diluted Earnings Per Share from Continuing Operations

(2007 vs 2006 Second Quarter)

After adjusting for the items shown in the table below, diluted earnings per share from continuing operations increased 9.5% to \$1.15 for the second quarter of 2007.

	For the Quarters Ended June 30,		
	2007	2006	% Change
Reported diluted EPS from continuing operations	\$ 1.05	\$ 1.00	5.0%
Asset impairment and exit costs	0.12	0.02	
(Recoveries) provision for airline industry exposure	(0.02)	0.03	
Diluted EPS, excluding above items	\$ 1.15	\$ 1.05	9.5%

Consolidated Financial Review (in millions of dollars, except per share data)

Selected Financial Highlights	For the Quarters Ended June 30,		
	2007	2006*	% Change
Net revenues	\$18,809	\$17,150	9.7 %
Cost of sales	4,265	3,958	7.8 %
Excise taxes on products	9,012	7,895	14.1 %
Operating income	3,244	3,226	0.6 %
Earnings from continuing operations before income taxes, and equity earnings and minority interest, net	3,182	3,107	2.4 %
Provision for income taxes	1,066	1,041	2.4 %
Earnings from continuing operations	2,215	2,112	4.9 %
Net earnings	2,215	2,711	(18.3)%
Basic earnings per share:			
Continuing operations	1.05	1.01	4.0 %
Net earnings	1.05	1.30	(19.2)%
Diluted earnings per share:			
Continuing operations	1.05	1.00	5.0 %
Net earnings	1.05	1.29	(18.6)%

Net Revenues	For the Quarters Ended June 30,	
	2007	2006*
Consolidated totals	\$18,809	\$17,150
% of total: U.S. tobacco	26%	28%
European Union	37%	35%
Eastern Europe, Middle East & Africa	16%	16%
Asia	15%	15%
Latin America	6%	6%
Total International tobacco	74%	72%
Financial services	—	—

Balance Sheet Highlights and Ratios	June 30, 2007	December 31, 2006*
Property, plant and equipment, net (consumer products)	\$ 7,880	\$ 7,581
Inventories (consumer products)	8,263	8,680
Assets of discontinued operations (Kraft)	—	56,452
Total assets	49,495	104,270
Total debt (consumer products)	7,199	7,366
Total debt (financial services)	1,109	1,119
Stockholders' equity	16,189	39,619
Ratio of total debt to stockholders' equity	0.51 to 1	0.67 to 1**
Ratio of consumer products debt to stockholders' equity	0.44 to 1	0.58 to 1**
Net return on average stockholders' equity	38.7%	31.9%

Cash Flow Statement Highlights	For the Six Months Ended June 30,	
	2007	2006*
Net cash provided by operating activities, continuing operations	\$ 4,958	\$ 5,511
Capital expenditures (consumer products)	598	475
Dividends paid on Altria Group, Inc. common stock	3,616	3,339

* Results for 2006 have been restated to reflect Kraft Foods Inc. as a discontinued operation.

** After giving effect to the Kraft spin-off.

Consolidated Results (in millions of dollars)

	For the Quarters Ended June 30,		
	2007	2006**	% Change
Net revenues			
U.S. tobacco	\$ 4,809	\$ 4,785	0.5 %
European Union	6,867	6,064	13.2 %
Eastern Europe, Middle East & Africa	3,103	2,655	16.9 %
Asia	2,787	2,528	10.2 %
Latin America	1,191	1,063	12.0 %
Total International tobacco	13,948	12,310	13.3 %
Financial services	52	55	(5.5)%
Net revenues	\$18,809	\$17,150	9.7 %
Operating income			
Operating companies income*:			
U.S. tobacco	\$ 1,004	\$ 1,301	(22.8)%
European Union	1,075	957	12.3 %
Eastern Europe, Middle East & Africa	634	564	12.4 %
Asia	429	488	(12.1)%
Latin America	102	130	(21.5)%
Total International tobacco	2,240	2,139	4.7 %
Financial services	139	(59)	100+%
Amortization of intangibles	(6)	(6)	
General corporate expenses	(133)	(149)	
Operating Income	\$ 3,244	\$ 3,226	0.6 %

* As described in "Note 15. Segment Reporting" of Altria Group, Inc.'s 2006 Annual Report, management reviews operating companies income, which is defined as operating income before corporate expenses and amortization of intangibles, to evaluate segment performance and allocate resources.

** Results for 2006 have been restated to reflect Kraft Foods Inc. as a discontinued operation.

The products of Altria's subsidiaries include cigarettes and other tobacco products sold in the United States by Philip Morris USA (PM USA) and outside the United States by Philip Morris International (PMI). Beginning with the second quarter of 2007, Altria revised its reportable segments to reflect PMI's operations by geographic region. Altria's revised segments are U.S. Tobacco; European Union; Eastern Europe, Middle East & Africa; Asia; Latin America; and Financial Services. Accordingly, prior period segment results have been restated.