CAMILLERI LOUIS C

Form 4

September 28, 2010

UNITED STATES SECURITIES AND EXCHANGE COMMISSION Washington, D.C. 20549

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF

OMB Number:

3235-0287

Expires:

5. Relationship of Reporting Person(s) to

January 31, 2005

0.5

Estimated average burden hours per

OMB APPROVAL

response...

if no longer subject to Section 16. Form 4 or Form 5

obligations

may continue.

See Instruction

Check this box

SECURITIES Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934, Section 17(a) of the Public Utility Holding Company Act of 1935 or Section

30(h) of the Investment Company Act of 1940

2. Issuer Name and Ticker or Trading

1(b).

Common

Common

Common

Stock

Stock

Stock

09/24/2010

09/24/2010

09/24/2010

(Print or Type Responses)

1. Name and Address of Reporting Person *

CAMILLERI LOUIS C			Sy	2. Issuer Name an ymbol hilip Morris In			Iss	Issuer			
	(Last)	(First)		Date of Earliest			. ,	(Check all applicable)			
120 PARK AVENUE				(Month/Day/Year) 09/24/2010				X Director 10% OwnerX Officer (give title Other (specify below) Chairman and CEO			
(Street) NEW YORK, NY 10017				4. If Amendment, Date Original Filed(Month/Day/Year)				6. Individual or Joint/Group Filing(Check Applicable Line) _X_ Form filed by One Reporting Person Form filed by More than One Reporting Person			
	(City)	(State)	(Zip)	Table I - Non-	Derivative S	Securi		ed, Disposed of, o	or Beneficially	y Owned	
	1.Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deemed Execution Datany (Month/Day/Y	Code	4. Securitie or Disposed o (Instr. 3, 4 a	f (D)	uired (A) or	5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4)	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Indirect Beneficial Ownership (Instr. 4)	
	Common Stock	09/24/2010		M	12,060	A	\$ 23.2034	1,765,361	D		
	Common Stock	09/24/2010		M	229,409	A	\$ 25.6427	1,994,770	D		

100

100

100

D

D

D

56.0025

1,994,670

1,994,570

1,994,470

D

D

D

S

S

S

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Common Stock	09/24/2010	S	1,400	D	\$ 56.22	1,993,070	D
Common Stock	09/24/2010	S	1,500	D	\$ 56.04	1,991,570	D
Common Stock	09/24/2010	S	8,940	D	\$ 56.12	1,982,630	D
Common Stock	09/24/2010	S	6,783	D	\$ 56.01	1,975,847	D
Common Stock	09/24/2010	S	500	D	\$ 56.365	1,975,347	D
Common Stock	09/24/2010	S	2,500	D	\$ 56.035	1,972,847	D
Common Stock	09/24/2010	S	200	D	\$ 56.0125	1,972,647	D
Common Stock	09/24/2010	S	9,141	D	\$ 56.09	1,963,506	D
Common Stock	09/24/2010	S	3,990	D	\$ 56.2	1,959,516	D
Common Stock	09/24/2010	S	600	D	\$ 56.179	1,958,916	D
Common Stock	09/24/2010	S	2,643	D	\$ 56.195	1,956,273	D
Common Stock	09/24/2010	S	6,100	D	\$ 56.02	1,950,173	D
Common Stock	09/24/2010	S	4,600	D	\$ 56.165	1,945,573	D
Common Stock	09/24/2010	S	8,434	D	\$ 56.015	1,937,139	D
Common Stock	09/24/2010	S	4,360	D	\$ 56.1	1,932,779	D
Common Stock	09/24/2010	S	2,000	D	\$ 56.29	1,930,779	D
Common Stock	09/24/2010	S	900	D	\$ 56.27	1,929,879	D
Common Stock	09/24/2010	S	300	D	\$ 56.2425	1,929,579	D
Common Stock	09/24/2010	S	2,100	D	\$ 56.05	1,927,479	D
Common Stock	09/24/2010	S	15,962	D	\$ 56	1,911,517	D
	09/24/2010	S	1,100	D	\$ 56.14	1,910,417	D

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Common Stock						
Common Stock	09/24/2010	S	900	D	\$ 56.147 1,909,517	D
Common Stock	09/24/2010	S	700	D	\$ 56.119 1,908,817	D

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB control number.

SEC 1474

(9-02)

Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)

1. Title of Derivative Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	3. Transaction Date (Month/Day/Year)	3A. Deemed Execution Date, if any (Month/Day/Year)	4. Transactio Code (Instr. 8)	5. Number of iorDerivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)		Expiration Date (Month/Day/Year) A) or of (D)		7. Title and Amount of Underlying Securities (Instr. 3 and 4)	
				Code V	(A)	(D)	Date Exercisable	Expiration Date	Title	Amount of Number of Shares
Options (Right to Buy)	\$ 23.2034	09/24/2010		M		12,060	01/31/2002	01/31/2011	Common Stock	12,060
Options (Right to Buy)	\$ 25.6427	09/24/2010		M		229,409	06/12/2002	06/12/2011	Common Stock	229,409

Reporting Owners

Reporting Owner Name / Address	Relationships							
	Director	10% Owner	Officer	Other				
CAMILLERI LOUIS C 120 PARK AVENUE NEW YORK, NY 10017	X		Chairman and CEO					
Signatures								
G. Penn Holsenbeck for Louis Camilleri	C.	28/2010						
**Signature of Reporting Person		Date						

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Explanation of Responses:

- * If the form is filed by more than one reporting person, see Instruction 4(b)(v).
- ** Intentional misstatements or omissions of facts constitute Federal Criminal Violations. See 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).

Remarks:

Form 1 of 4

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure. Potential persons who are to respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB number.