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FOR IMMEDIATE RELEASE

VIRGINIA'S 2019 COMMEMORATION, AMERICAN EVOLUTION™, RECEIVES \$500,000 SPONSORSHIP FROM ALTRIA GROUP

RICHMOND, VA. (April 25, 2017) – Today, the 2019 Commemoration, AMERICAN EVOLUTION™, announced Altria Group as a Virginia Colony Partner. Altria's \$500,000 sponsorship will support commemoration projects marking the 400th anniversary of pivotal 1619 Virginia events that set Virginia and America on a course towards the ideals of democracy, diversity and opportunity.

Altria's contribution will help build awareness of Virginia's unique role in the creation of the United States and support the 2019 Commemoration's democracy-themed signature events. These events, including the Global Emerging Leaders Summit and the International Forum on Representative Democracy, will explore the impact and evolution of democracy.

"We are pleased to have Altria join us as a Virginia Colony Partner," said Kathy Spangler, Executive Director of the 2019 Commemoration, AMERICAN EVOLUTION™. "Through civic education and programs, Altria will assist us in commemorating the democracy-themed events in 2019 through contemporary discussions about the past, present and future."

"We are proud to call Virginia home and honored to help commemorate important milestones that shaped the history of this Commonwealth and our nation," said Cliff Fleet, President and CEO of Altria subsidiary Philip Morris USA and a member of the 2019 Commemoration, AMERICAN EVOLUTION™, steering committee.

Altria joins Founding Partner Dominion in supporting 2019 Commemoration, AMERICAN EVOLUTION™, featured events, programs and legacy projects that highlight pivotal events of 1619 Virginia, which have had an enduring impact on Virginia and America's history. These events include the first legislative assembly in the New World, the arrival of the first Africans to English North America, the recruitment of women to the Virginia colony, the first official English Thanksgiving in North America, and the spirit of innovation and entrepreneurialism that became a model for the American spirit.

For more information about the 2019 Commemoration, AMERICAN EVOLUTION™, and a complete list of events visit AmericanEvolution2019.com.

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About the 2019 Commemoration

The 2019 Commemoration, AMERICAN EVOLUTION™, highlights events that occurred in Virginia in 1619 that continue to influence America today. Featured programs, events and legacy projects will position Virginia as a leader in education, tourism and economic development. AMERICAN EVOLUTION™ commemorates the ongoing journey toward the key ideals of democracy, diversity and opportunity.

About Altria Group

Altria's wholly-owned subsidiaries include Philip Morris USA, U.S. Smokeless Tobacco Company, Middleton, Nat Sherman, Nu Mark, Ste. Michelle Wine Estates and Philip Morris Capital Corporation. Altria holds an equity investment in AB InBev. More information about Altria is available at altria.com.