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ALTRIA GROUP, INC. INCREASES QUARTERLY DIVIDEND 7.4%
TO \$0.73 PER SHARE

NEW YORK, August 25, 2004 – The Board of Directors of Altria Group, Inc. (NYSE: MO) today voted to increase the company's regular quarterly dividend by 7.4%, to an annualized rate of \$2.92 per common share.

The new quarterly dividend of \$0.73 per common share, up from \$0.68 per common share, is payable on October 12, 2004, to stockholders of record as of September 15, 2004. The ex-dividend date is September 13, 2004.

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