

Section 1: DEFA14A (DEFINITIVE ADDITIONAL PROXY SOLICITING MATERIALS)

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

SCHEDULE 14A

Proxy Statement Pursuant to Section 14(a) of the
Securities Exchange Act of 1934 (Amendment No.)

Filed by the Registrant

Filed by a Party other than the Registrant

CHECK THE APPROPRIATE BOX:

Preliminary Proxy Statement

Confidential, For Use of the Commission Only (as permitted by Rule 14a-6(e)(2))

Definitive Proxy Statement

Definitive Additional Materials

Soliciting Material Under Rule 14a-12



Altria

Altria Group, Inc.

(Name of Registrant as Specified In Its Charter)

(Name of Person(s) Filing Proxy Statement, if Other Than the Registrant)

PAYMENT OF FILING FEE (CHECK THE APPROPRIATE BOX):

No fee required.

Fee computed on table below per Exchange Act Rules 14a-6(i)(1) and 0-11.

1) Title of each class of securities to which transaction applies:

2) Aggregate number of securities to which transaction applies:

3) Per unit price or other underlying value of transaction computed pursuant to Exchange Act Rule 0-11 (set forth the amount on which the filing fee is calculated and state how it was determined):

4) Proposed maximum aggregate value of transaction:

5) Total fee paid:

Fee paid previously with preliminary materials:

Check box if any part of the fee is offset as provided by Exchange Act Rule 0-11(a)(2) and identify the filing for which the offsetting fee was paid previously. Identify the previous filing by registration statement number, or the form or schedule and the date of its filing.

1) Amount previously paid:

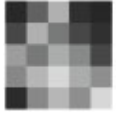
2) Form, Schedule or Registration Statement No.:

3) Filing Party:

4) Date Filed:

***** Exercise Your *Right to Vote* *****
**Important Notice Regarding the Availability of Proxy Materials for the
Shareholder Meeting to Be Held on May 14, 2020.**

ALTRIA GROUP, INC.



Altria

ALTRIA GROUP, INC.
6601 W. BROAD STREET
RICHMOND, VA 23230-1723

Meeting Information

Meeting Type: Annual Meeting
For holders as of: March 23, 2020
Date: May 14, 2020 **Time:** 9:00 a.m., Eastern Time
Virtual Annual Meeting:

Meeting solely via the Internet. Visit:
www.virtualshareholdermeeting.com/ALTRIA2020.

The company will be hosting the meeting solely via the Internet this year. To attend and participate in the meeting, please visit www.virtualshareholdermeeting.com/ALTRIA2020 and enter the 16 digit control number marked by the arrow → XXXX XXXX XXXX XXXX (located on the following page).

You are receiving this communication because you hold shares in the company named above.

This is not a ballot. You cannot use this notice to vote these shares. This communication presents only an overview of the more complete proxy materials that are available to you on the Internet. You may view the proxy materials online at www.proxyvote.com, scan the QR Barcode on the reverse side, or easily request a paper copy (see reverse side).

We encourage you to access and review all of the important information contained in the proxy materials before voting.

See the reverse side of this notice to obtain proxy materials and voting instructions.

Before You Vote

How to Access the Proxy Materials

Proxy Materials Available to VIEW or RECEIVE:

1) Proxy Statement 2) Annual Report on Form 10-K for the fiscal year ended December 31, 2019

How to View Online:

Have the information that is printed in the box marked by the arrow → XXXX XXXX XXXX XXXX (located on the following page) and visit: www.proxyvote.com, or scan the QR Barcode below.

How to Request and Receive a PAPER or E-MAIL Copy:

If you want to receive a paper or e-mail copy of these documents, you must request one. There is NO charge for requesting a copy.

Please choose one of the following methods to make your request:

- 1) BY INTERNET: www.proxyvote.com
- 2) BY TELEPHONE: 1-800-579-1639
- 3) BY E-MAIL*: sendmaterial@proxyvote.com

* If requesting materials by e-mail, please send a blank e-mail with the information that is printed in the box marked by the arrow → XXXX XXXX XXXX XXXX (located on the following page) in the subject line.

Requests, instructions and other inquiries sent to this e-mail address will NOT be forwarded to your investment advisor.

Please make the request as instructed above on or before April 30, 2020 to facilitate timely delivery.

How To Vote

Please Choose One of the Following Voting Methods



SCAN TO
VIEW MATERIALS & VOTE 

Vote By Internet:

Before The Meeting:

Go to www.proxyvote.com or from a smartphone, scan the QR Barcode above. Have the information that is printed in the box marked by the arrow → XXXX XXXX XXXX XXXX (located on the following page) available and follow the instructions.

During The Meeting:

Go to www.virtualshareholdermeeting.com/ALTRIA2020. Have the information that is printed in the box marked by the arrow → XXXX XXXX XXXX XXXX (located on the following page) available and follow the instructions.

Vote By Mail: You can vote by mail by requesting a paper copy of the materials, which will include a proxy card.

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Voting Items

The Board of Directors recommends you vote FOR each of the listed nominees:

1. Election of Directors
 - 1a. John T. Casteen III
 - 1b. Dinyar S. Devitre
 - 1c. Thomas F. Farrell II
 - 1d. Debra J. Kelly-Ennis
 - 1e. W. Leo Kiely III
 - 1f. Kathryn B. McQuade
 - 1g. George Muñoz
 - 1h. Mark E. Newman
 - 1i. Nabil Y. Sakkab
 - 1j. Virginia E. Shanks
 - 1k. Howard A. Willard III

The Board of Directors recommends you vote FOR the following proposals:

2. Ratification of the Selection of Independent Registered Public Accounting Firm
3. Non-Binding Advisory Vote to Approve the Compensation of Altria's Named Executive Officers
4. Approval of the 2020 Performance Incentive Plan

The Board of Directors recommends you vote AGAINST the following proposals:

5. Shareholder Proposal - Disclosure of Lobbying Policies and Practices
6. Shareholder Proposal - Report on the Company's Underage Tobacco Prevention Policies

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