



**For Immediate Release**  
**CITIGROUP INC (NYSE Symbol: C)**  
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**Citi Journalistic Excellence Award 2010 launched  
to recognize outstanding business reporting in Hong Kong**

**Hong Kong** – Citi Hong Kong today launched the Citi Journalistic Excellence Award (CJEA) 2010 to support and advance outstanding financial and business reporting in Hong Kong.

This year marks Hong Kong's first participation in this prestigious, career-enhancing global competition. To enter, professional journalists submit a published article on a financial or economic subject. Articles will be assessed by an independent panel of senior academics and business leaders, together with representatives from the prestigious Columbia Graduate School of Journalism, which administers CJEA globally.

The Hong Kong jury includes: writer Mr Cho Chi Ming of *The Hong Kong Economic Journal*; Mr Paul Chow, Chief Executive of Hong Kong Exchanges and Clearing Limited; Dr William Fung, Group Managing Director of Li & Fung Group; Professor Francis T Lui, Director of Center for Economic Development of the Hong Kong University of Science and Technology; and Mr Tony Tsoi Tong Hoo, author of more than 10 books including *Yuan Shi Wu Yu* and *The Money Masters*.

"It is very gratifying to have received such high-level support in putting together the jury for the Hong Kong CJEA selection. This shows the business community's confidence in the quality of our local journalists and also underscores the importance of high-quality informed reporting for public education and a more open marketplace," said Shengman Zhang, Citi Country Officer for Hong Kong.

The Hong Kong winner of CJEA 2010 will join 19 other country winners for a 10-day study tour hosted by the Columbia Graduate School of Journalism in New York. They will take part in seminars with leading Columbia University faculty members, engage in discussions with senior academics and policy-makers, and visit key financial institutions such as the New York Stock Exchange, the World Bank, the International Monetary Fund, Bloomberg, and the Federal Reserve Bank.

Since CJEA's inception in 1982, more than 300 talented journalists from over 100 media outlets in 37 countries have enhanced their careers through participation in the study seminar.

In addition to the top study tour prize, Citi will also award cash prizes to all three Hong Kong finalists: HK\$10,000 for the winner, HK\$6,000 for the first runner-up, and HK\$4,000 for the second runner-up.

CJEA Hong Kong 2010 is sponsored by Citi Hong Kong, co-organized by the Hong Kong Journalists Association, and administered by Columbia Graduate School of Journalism.

For more information, or to submit an entry, journalists are invited to write to [citicorporateaffairshk@citi.com](mailto:citicorporateaffairshk@citi.com).

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**About Citi**

Citi, the leading global financial services company, has approximately 200 million customer accounts and does business in more than 140 countries. Through Citicorp and Citi Holdings, Citi provides consumers, corporations, governments and institutions with a broad range of financial products and services, including consumer banking and credit, corporate and investment banking, securities brokerage, and wealth management. Additional information may be found at [www.citigroup.com](http://www.citigroup.com) or [www.citi.com](http://www.citi.com).