



**For immediate release
Citigroup Inc. (NYSE symbol: C)
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Citibank Launches Gourmet Pleasures Plus Dining Membership Program

Up to 30% discount at over 50 high-end restaurant outlets enabling members to get the best value and experience from their dining spend

(Hong Kong) Citibank today announced the launch of Gourmet Pleasures Plus, a dining membership program developed specifically with the wine and dine lovers in mind. The program enables members to enjoy up to 30% discount and cash vouchers¹ when dining at over 50 of the most prestigious restaurant outlets in Hong Kong serving cuisines spanning the world.

Hong Kong is home to some of the world's best restaurants and eating out has long been a significant part of the local culture, which is reflective in the spending habit of Hongkongers. Among the key spend categories of Citibank cardholders, dining has consistently been where consumers are spending the most, and the trend is growing.

Maggie Ng, Head of Cards and Unsecured Lending, Citibank Global Consumer Banking, said, "We are committed to providing value to our cardholders and introducing innovative products that are closely in line with the evolving lifestyle trends. With the Gourmet Pleasures Plus dining program, our cardholders can enjoy unrivalled dining benefits at a wide and diverse selection of top restaurants in town, enabling them to enjoy more while spending less."

Gourmet Pleasures Plus members are entitled to as much as 30% immediate discount when settling their bills with eligible Citibank credit cards at designated restaurants during dinner period. Superior members will enjoy additional benefits in the form of cash vouchers from select dining

¹ Maximum amount of dinner discount is capped at HK\$1,000 per transaction and dining cash coupons is capped at HK\$1,200 per transaction. Maximum amount of lunch discount at Ming Court of Langham Place, Mongkok, Hong Kong is capped at HK\$500 per transaction.

Citibank will mail the dining cash vouchers of the merchant at which the Cardholders have spent (including Lei Garden/ Grand Hyatt Hong Kong/ Island Shangri-La Hong Kong) to Cardholders' correspondence address within 2 months after the transaction day, and the cash coupons are applicable to next purchase.

The offers are applicable to 2 persons or above only and applicable to the final amount of dine-in à la carte menu consumption only after deduction of all applicable discounts, reductions and cash vouchers values. Other transactions, including but not limited to, service charge, purchase of cash vouchers/ coupons, block booking, banquet, beverages, promotional/chef menu, tea, condiments, corkage fee, cake cutting fee and unposted/ cancelled/ refunded/ falsified/ unauthorized transactions are excluded.

outlets for consumption at their next visit. Memberships are open for application now and will be valid between July 1, 2014 and June 30, 2015².

The launch of Gourmet Pleasures Plus dining membership program is part of Citibank’s new “Smart Living” campaign, which aims at bringing the most value to cardholders for every dollar that they spend. In May, the bank introduced a mileage reward program that enables cardholders to earn one mile for spending as low as HK\$2. Further credit card reward programs that are tied to the “Smart Living” concept will be rolled out in the coming months.

“Savvy consumers are increasingly looking for additional value for every dollar that they spend nowadays, and it is for this very reason that we launched the ‘Smart Living’ campaign. We will continue our effort in further expanding our dining and credit card reward programs, and introducing more value-added services that cater to the lifestyle needs of our clients,” Ms. Ng concluded.

Gourmet Pleasures Plus Dining Membership Program Details

	Premium	Superior
Membership Fee	HK\$1,000	HK\$2,800
Membership Period	July 1, 2014 – June 30, 2015	
Basic Benefits	<ul style="list-style-type: none"> • 30% off dinner a la carte menu: Cuisine Cuisine, Heichinrou, Club Heichinrou, Hutong, Super Star Seafood Restaurant, Aqua, Armani Aqua, Ayuthaiya, French Window, Kimchee, La Marmite, Nishiki Don, Shiro, Tivo, Vivo, Yakiniku, Zafran • 15% off lunch and dinner a la carte menu: Ming Court (Langham Place Hotel) 	
Additional Benefits	N/A	<ul style="list-style-type: none"> • All-day offer of HK\$400 in cash voucher for every HK\$2,000 spent: Lei Garden (all branches) • All-day offer of HK\$600 in cash voucher for every HK\$2,000 spent: Grand Hyatt Hong Kong (One Harbour Road, Grand Hyatt Steakhouse, Grissini, Kaetsu), Island Shangri-La (Summer Palace, Petrus, Nadaman)

² Unless otherwise specified, the promotion period is from July 1, 2014 to June 30, 2015. The offers are not valid on public holidays/festive days and their eves.

Eligible Credit Cards	Citibank Ultima Card, Citi Prestige Card, Citibank PremierMiles Card, Citibank Rewards Platinum Card, Octopus Citibank Platinum Card, Citibank I.T Visa Platinum Card, Shell Citibank Platinum Card, Citibank Rewards UnionPay Card, Citibank Business Card
Registration Hotline	8228 2626
Application Deadline	August 31, 2014 (Limited to 5,000 quota)

Other Terms and Conditions apply, please visit www.citibank.com.hk/gourmet or check with the respective merchant staff for details.

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