

Citibank



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Citigroup Inc. (NYSE symbol: C)
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Citibank Launches Citi PremierMiles Platinum VISA Card

Total Travel Card Allows Travelers to Earn Miles Not Only to Fly
But Also to Celebrate a Beautiful Life

(Hong Kong) Aligned with its global strategy, Citibank today officially launched its Citi PremierMiles Platinum VISA Card ("Citi PremierMiles") – a total travel card in Hong Kong that creates a premier travel experience for travel lovers. It targets frequent travelers who look for a card that is a tool not only for mileage conversion, but also to enjoy more choices and enhance their total travel experience on all fronts.

Mr. Neil Gardner, Director of Cards Business, Citibank Global Consumer Group, said, "Being one of the leaders in the credit card industry, Citibank offers relevant rewards as well as creating a richer experience for customers to get more out of life. As we see that over 10% of the total card spending of our Platinum Card is travel-related, we believe travel is a focus and a lifestyle pursuit for Hong Kong people, and a conventional mileage-earning program no longer fulfills their needs. In view of this, Citi PremierMiles allows cardholders to redeem their Rewards Points for travel-related offers so that they can go wherever they want to celebrate their beautiful life with their loved ones."

Citi PremierMiles cardholders are offered upgraded travel-related privileges, compelling earn and burn rate, as well as more choices on travel destination. Key travel-related privileges include:

More flexibility

Customers can convert Rewards Points only when they need to, as their Rewards Points will never expire.

More choices

Customers can choose to accumulate evergreen Rewards Points or convert Rewards Points to one of the four mileage programs, namely Asia Miles, KrisFlyer, Royal Orchid Plus and WorldPerks and fly on up to 53 airlines.

Earn Faster

- Conversion rate of overseas spending is HK\$4 for 12 Rewards Points for 1 Mile;
- From now till August 31, 2008, customers can enjoy low conversion rate of local spending at HK\$6 for 12 Rewards Points for 1 Mile;
- From September 2008 onwards, conversion rate of local spending is HK\$8 for 12 Rewards Points for 1 Mile.

Premier Access

Customers have free access to selected airport lounges at Hong Kong Airport, enabling them to have a comfortable rest before taking a flight.

Privileged fee waiver

Customers can enjoy first 2 years annual fee waiver (HK\$1,200/year) to maximize their privileges.

Embedded with its "Client 1st" philosophy, Citibank credit cards launched its value proposition "Get More Out Of Life" in October last year as its brand differentiation. It aims to enable customers through the cards' offers to better enjoy life at the most relevant time and place. The value proposition was leveraging on the successful momentum "Celebrate Life Every Night", a card theme designed to tap into the nightlife where Hong Kong people come alive and many activities take place.

Citi PremierMiles Platinum VISA Card, softly launched in April, won "The Best Credit Card Award" in the "CAPITAL Best of the Best for Executives 2008", organized by *South China Media Group*. To apply for Citi PremierMiles, consumers can call 8128 8800, or visit www.citibank.com.hk/cards.

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About Citi

Citi, the leading global financial services company, has some 200 million customer accounts and does business in more than 100 countries, providing 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. Citi's major brand names include Citibank, CitiFinancial, Primerica, Smith Barney, Banamex, and Nikko. Additional information may be found at www.citigroup.com or www.citi.com.