

Citibank



For immediate release

Citigroup Inc. (NYSE symbol: C)

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Citibank Launches Mobile Financial Services

*Enables customers to access banking services on the road
Citibank mobile banking services first available on iPhone*

(Hong Kong) Citibank today announces its plan to introduce **Citibank Mobile Financial Services** to Hong Kong in Q3 2008. Citibank online banking customers accessing the Internet using their mobile handsets will be able to enjoy a range of banking services anytime, anywhere. This mobile financial services will also be available on the latest iPhone 3G.

Ms. Maggie Yung, Country Marketing Director, Citibank Global Consumer Group, said, "Mobile phone penetration in Hong Kong is one of the highest in the world, and we see that there is an increasing trend for a more mobile way to conduct banking transactions to suit the busy lifestyle of Hong Kong people. For some people, online banking is not mobile enough! As a result, we are introducing our mobile financial services in Hong Kong to enrich the customer banking experience with Citibank."

Citibank Mobile Financial Services is device- and network-independent, and is compatible with most common mobile operating systems and browsers. This new channel is specifically designed to enhance the customer experience through improved download time, increased user friendliness, and simpler navigation and interface. The first batch of services available on this mobile channel includes:

- Trading of Hong Kong stocks
- Real-time stock quote
- Transfer of funds to Citibank accounts around the world using Citibank Global Transfer or any third-party accounts in Hong Kong
- Payment of bills directly from Citibank banking or credit card accounts
- Retrieval of detailed balance of banking and credit card accounts for up to 90 days
- Opening and renewal of time deposits for local and foreign currencies
- Market and investment news

More services will be launched at a later stage.

Citibank is also developing a mobile banking application that takes advantage of the innovations in the revolutionary iPhone 3G. This application will be launched with **Citibank Mobile Financial Services** in Q3 this year.

Citibank Mobile Financial Services is powered by Mobile Money Ventures, the global solution provider of the next generation of mobile financial services. Built on the financial services and technology leadership of Citi and SK Telecom, MMV delivers the future of mobile banking with its comprehensive, customizable and secure platform.



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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.

About Mobile Money Ventures

Mobile Money Ventures LLC (MMV) is the global solution provider of the next generation of mobile financial services applications. Built on the financial services and technology leadership of Citi and SK Telecom, MMV delivers the future of mobile banking with its comprehensive, customizable and secure platform. MMV's turnkey solution enables financial institutions (FIs), carriers and partners to reduce time to market, leverage new growth opportunities and enhance customer loyalty. MMV is FI and carrier agnostic. Mobile Money Ventures is headquartered in San Francisco, California. For more details, visit www.mobilemoneyventures.net.