



For immediate release
Citigroup Inc. (NYSE symbol: C)
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Citi Launches 3rd “Agent Penny” Series
- Introduces Workshop to Empower Teachers to Infuse Financial Literacy in Lessons -

(Hong Kong) Citibank, together with its community partner, the Learning Society, today launches the third “Agent Penny” series – “Budget Bootcamp” – to arouse students’ interest and equip them with knowledge on financial management. Famous DJs and TV hosts Kitty Yuen and Sammy Leung were invited to play a role in the launch play and shared money management tips with 130 students and teachers at the launch ceremony.

Targeting students in the 10-to-12 age group, the successful financial literacy program “Agent Penny” promotes financial education within the school community in the form of comic book stories and drama. The aim this year is to reach 150 primary schools, with more than 45,000 primary students benefiting. In view of the increasing importance of financial education for students, a teacher workshop is also launched with this new series that will dovetail nicely to provide more mileage by empowering teachers to use the stories in the comic books in class to better educate students in financial literacy.

Ms. Amy Choi, Director of Sales & Distribution, Citibank Global Consumer Groups, said, “The current Agent Penny program’s pedagogical methodology through drama and comic book stories adds a refreshing perspective to financial education, which will prove appealing to children. I am so proud that the program has made a big step forward this year by introducing a teacher workshop. The pedagogy workshop empowers teachers to infuse financial literacy into lessons. By encouraging children to have fun in learning about the basics of money management, I hope that the values learnt will remain with them in years to come.”

Funded by the Citi Foundation, the Agent Penny program is part of Citi’s Financial Education Series in Hong Kong to promote financial literacy among young people of different ages. As part of Citi, Citibank shares the belief that financial education helps people make more informed financial decisions, thereby improving the quality of life for individuals and families, and strengthening communities around the world.

A local professional theater group, Jumbo Kids, is responsible for the drama production in Hong Kong. Currently, the Agent Penny program is also being run in China, Indonesia, Malaysia, Netherlands, Singapore, Spain, Taiwan, and USA. A specially designed website at www.kidswealthfoundation.org also provides teachers and parents with interactive online resources to reinforce the financial know-how that students gain through the comic book and drama.



Citi Foundation

The Citi Foundation is committed to enhancing economic opportunities for underserved individuals and families in the communities where we work throughout the world. Globally, the Citi Foundation is focusing its giving on Microfinance and Microentrepreneurship, which helps individuals become economically self-sufficient; Small and Growing Businesses, leading to economic expansion and job creation; Education, which prepares young people for personal and professional success; Financial Education, which helps individuals make informed financial decisions; and the Environment with a focus on sustainable enterprises that generate jobs and stimulate economic growth while preserving the environment. Additional information can be found at <http://www.citigroupfoundation.com>.

Citi Financial Education Program

Based on the belief that knowledge is your greatest asset, the Citi Financial Education Program is a global, company-wide effort to identify, support and implement initiatives that help give individuals, families and communities the tools needed to make sound financial decisions. Citi's 10-year, US\$200 million global commitment is focused in three areas: Personal, Small Business and Institutional Financial Education. Additional information about the Citi Financial Education Program, including Citi Foundation guidelines, links and resources and the Citi Financial Education Program Curriculum and Facilitator's Guide may be found at <http://financialeducation.citigroup.com>.

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.

Learning Society

The Learning Society was established in 2000 as a public service organization with the goals of promoting and supporting progressive educational programs for adults and children, engaging in charitable education and helping to administer some of the Citigroup Foundation grants in financial education in the Asia region. More information can be found at www.learningsociety.org.sg

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