



**FOR IMMEDIATE RELEASE**  
**Citigroup Inc. (NYSE: C)**  
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## **FINANCEASIA PICKS CITI AS BEST BANK IN ASIA**

Citi has been chosen as the best bank in Asia for 2009 by FinanceAsia magazine, one of Asia's leading monthly finance magazines. Citi also picked up the award for best commercial bank in Asia and best cash management bank in Asia Pacific. The awards are chosen by the editors of FinanceAsia.

In the editorial to announce the results, FinanceAsia said, "Importantly Citi is continuing to invest in key markets in the region and its consumer franchise is well entrenched and in addition to its strong commercial presence, Citi rebounded on the investment bank front too, raising more than US\$120bn for clients in Asia Pacific in 2009. It is the go-to bank for many clients in the region."

Citi has won the best bank award nine times in the last decade from Finance Asia.

The editorial also played up Citi's local presence across the 18 countries in which it supports clients in Asia Pacific. "In many of the countries in which it operates, Citi benchmarks itself against the local competitors as foreign counterparts are just not on the same playing field," said the editors of Finance Asia.

In the last 12 months Citi has continued to invest in Asia, underlining the bank's commitment to the region despite a challenging global financial environment. Examples include the launch of a rural lending company in China, the start of retail banking services in Vietnam and the roll out of mobile banking services across many countries in Asia.

"This region is a priority for Citi globally. I would like to thank our clients across the region who place their trust in Citi, continually increasing our customer value proposition and exceeding their expectations is what helps Citi receive these welcome accolades," said Stephen Bird, CEO for Citi in Asia Pacific.

"We are delighted to have been chosen again as the Best Bank in Asia. We will continue to invest across the region to grow our businesses and support our clients. This award acknowledges the tremendous effort put in by our colleagues over the last year and we would like to thank FinanceAsia for this recognition," said Shirish Apte, CEO for Citi Asia Pacific.

Citi also picked up best commercial bank, best cash management bank, best mid cap deal, best sovereign bond and best deals in Hong Kong, India, Indonesia and South Korea in the December end of year awards. In the July Country awards from FinanceAsia, Citi also picked up best foreign bank in Hong Kong, India, Indonesia, Philippines, Singapore, South Korea, Sri Lanka, Taiwan and Thailand.

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**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, transaction services, and wealth management. Additional information may be found at [www.citigroup.com](http://www.citigroup.com) or [www.citi.com](http://www.citi.com).