



MEDIA RELEASE

CITI ANNOUNCES MAJOR FOOD SPONSORSHIP Sydney Morning Herald Good Food Month Presented by Citi

Sydney, 16 September 2008: Citi has been announced as the presenting partner of the renowned Sydney Morning Herald Good Food Month which runs throughout October. The sponsorship is the first of its kind for Citi as it strengthens its move into the food and lifestyle realm.

Citi will capitalize on the popularity of the event by offering exclusive access, special privileges and 'money can't buy experiences' to both customers and employees.

According to Madeline O'Connor, Director of Cards and Consumer Lending, this is an outstanding opportunity to forge a deeper relationship with Citi customers by partnering with the country's leading broadsheet on one of Sydney's largest and most diverse events.

"Research conducted at a regional level found that our customers covet experiences around food and beverages, so it's fantastic to become involved in an event like this where we can build customer loyalty through food and participation," Madeline said.

-Ends-

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Notes to editors:

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, Citi Smith Barney and Banamex. Additional information – www.citi.com.au