



FOR IMMEDIATE RELEASE
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Football Clinic with Coach Zico

Leveraging its sponsorship of Thailand's National Under-23 Football Team at this year's SEA Games, Citi Thailand organized a football clinic by the team's well-known coach Zico recently.

The clinic was for children, aged eight to 14 years old, of Citi Thailand's high net worth clients.

Held at the Happy Football Club in Bangkok, the clinic was a hit with the children.



The 50 overjoyed children with Thailand National Football coach and team.

And it sounded like Coach Zico had as much fun as he said, "I love teaching kids. Learning something new is the most important and rewarding thing for a child, especially when it is such a fun activity like football," when asked what motivated him to run the football clinic.

The 50 children with the youngest only four years old, had others join them as children around just came to watch the fun and had the opportunity to participate with Coach Zico's permission.



Coach Zico on the finer points of football.

Thithat (Ken) and Danaithorn (Benz) were especially excited to have the chance to attend. They have heard of Zico as a legendary football player and were anxious to see how great a coach such a skilled player would be. After the football clinic, the boys shared that it was such a great activity as they were “able to get close and personal with our idol, Coach Zico, and to practice with him. We learned so much from him.”



Ken (left) and Benz (right) were overjoyed with their time with their idol Coach Zico.

The sponsorship of the Under-23 National Soccer Team has provided Citi Thailand increased brand awareness, numerous opportunities for other add-on activities and earned kudos for Citi’s corporate social responsibility and support of the local community.

Citi Thailand hopes to see Coach Zico lead Thailand’s National U-23 Football Team to victory in the upcoming 2013 SEA Games.



The children in action at the football clinic.

About Citi:

Citi, the leading global bank, has approximately 200 million customer accounts and does business in more than 160 countries and jurisdictions. 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 | Twitter: @Citi | YouTube: www.youtube.com/citi | Blog: <http://new.citi.com> | Facebook: www.facebook.com/citi | LinkedIn: www.linkedin.com/company/citi

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