

FOR IMMEDIATE RELEASE
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Citibank introduces new campaign: “The Ultimate Experience in Paris”



Bangkok - Citibank is launching a new campaign to reinforce its image as the world's leader of card privileges. The new campaign, “**The Ultimate Experience in Paris**”, will take 5 lucky cardmembers and their guests all the way to France on a luxurious 6-day trip and features the very best in dining, travelling, and shopping. The campaign is part of Citi's plan to become the leader of well-rounded card privileges.



Tearavath Trirutdilokkul, Director, - Head of Credit Payment Products of CitibankThailand said that the bank aims to reward its cardmembers with superior privileges that fit their lifestyles well and meet their individual requirements. Citibank aims to raise the standard to which card providers are held by providing such well-rounded privileges.

Citibank's strength is in the privileges it offers to its cardmembers. These special privileges meet the varied lifestyles of cardmembers, particularly those who like dining, shopping and traveling. Our world-class privileges make Citibank a favorite among many credit cardmembers. Citibank's presence in over 160 countries worldwide and its innovative orientation have enabled it to steadily offer such special privileges over the years. Wherever you are in this world, Citibank privileges are in your hands.



Recently, our position as the leader of credit card innovation in Thailand was reaffirmed by the reception of Visa International's "**Best Business Leader of the Year in Creative Marketing**" award. Citibank never stops improving and we are always seeking new and innovative ways to offer our customers more. The privileges we offer focus on the major spending categories of our cardmembers, such as dining, shopping and traveling. In the last quarter of this year, we would like to set a new standard for offering privileges by launching '**The Ultimate Experience in Paris**' campaign to take five cardmembers and 1 guest each to Paris, one of the most popular destinations in the world. This privileged trip will expand the cardmembers' horizons with new experiences, and reaffirm our status as the dining, shopping, and traveling guru.

Additionally, '**The Ultimate Experience in Paris**' campaign also allows lucky cardmembers to experience the most luxurious leisure activities, such as sightseeing in a helicopter, test drive with a super car in France, and enjoying exquisite meals prepared by Michelin star chefs.

The credit card market today is highly competitive. Each company is introducing tempting campaigns to respond to the needs of the cardmembers and to win a bigger share of the market. Citibank wants to be different and stand out against the competition to continue its status as the leader of global privileges. It is expected that this campaign will create higher customer satisfaction while stimulating current cardmembers' spending around the end of the year.



The 5-day 4-night trip to Paris will take place from February 20th to 24th, 2014. Citibank has prepared a luxurious itinerary to offer a superior experience to the cardmembers. The winners will enjoy first-class tickets with Thai Airways on an A380, the largest commercial aircraft in the world, five star accommodations for every night, the very best fine-dining experience at the Eiffel Tower prepared by a Michelin star chef, driving around Paris in a super car, sightseeing in a helicopter, and exclusive shopping at high-end brand stores. The campaign runs from October 1 to December 31, 2013 in which

every 1,000 baht spent through a Citibank credit card, by withdrawing a cash advance, using the cash on phone/online service, or using Citibank PayLite will be automatically eligible to participate with the campaign. For more information, call 1588 (24 hours service) or visit www.citibank.co.th.

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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.

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