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CITIBANK, N.A.
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**Citibank and Big C launch Citibank-Big C Visa Platinum credit card
to bring best-value added privileges and more than just low prices
to discerning shoppers of all ranges**

Savvy shoppers can look forward to the best value-add credit card they can hope for – the **Citibank-Big C Visa Platinum credit card**.

A partnership between **Citibank**, the top credit card issuer in Asia Pacific, and **Big C Supercenter**, leading retailer operating more than 170 stores in Bangkok and nationwide, the **Citibank-Big C Visa Platinum credit card** is designed to fulfill every need of smart and discerning shoppers with wide-range of privileges and everyday savings.

Launched today, the first Citibank co-branded credit card with a supercenter offers an unprecedented 20% cash back in all Big C supercenters to first-time Citibank credit card customers who sign up by March 31. Attractive privileges also await existing Citibank credit card members who apply for this new card.

Voralak Tulaphorn, Cards Business Managing Director, Citibank, N.A., said at the launch, “As the leading credit card issuer, Citibank recognizes our customers’ diverse lifestyles and constantly develops new products to serve their needs.

“The **Citibank-Big C Visa Platinum credit card**, created in partnership with Big C, is a credit card milestone in Thailand. Accepted in all sections of Big C supercenters including the supermarket, restaurants and tenant shops, it is the only card consumers will need when shopping at Big C. The more one spends, the more one will gain,” added Voralak.

Regis Prigent, Vice President of Marketing and Communications, Big C Supercenter Plc., said “The Card is Big C’s latest innovation under our philosophy to offer customers “more than just low prices” and total shopping satisfaction and convenience.”

“Big C is the key player in retail industry with 170 stores of all formats nationwide. The 100,000 merchandise varieties in our stores are already priced to maximize customers’ savings. With the card, customers can conveniently enjoy even more savings through cash back, privileges and additional savings including at all shops and restaurants inside Big C stores nationwide.”

“One unique feature of the card is that it provides “platinum” privileges to all shoppers regardless of income. The more you use the card, the more you save. The card is simply the best companion for shoppers who seek quality and most value for their money”, shared Regis.

Voralak detailed the **Citibank-Big C Visa Platinum**'s wide range of privileges including:

- Customers who spend 6,000 baht or more monthly on the card at Big C are entitled to Citibank Rewards points equivalent to 5% cash back of the charged amount.
- Customers who spend less than 6,000 baht per month will receive Citibank Rewards points equivalent to 2% cash back.
- When dining at restaurants inside Big C on Fridays, Saturdays and Sundays and paying with the card, cardmembers will receive Citibank Rewards points up to 5% cash back.
- With every purchase of 100 baht Big C food court dining cash cards, cardmembers will receive 5% additional value. The dining cash cards are valid for use 15 days from the date of purchase.
- From Jan 17 to Apr 16, 2012, cardmembers who purchase all electrical appliance items priced 5,000 baht or above can also enjoy **Citibank PayLite Installment Plan** offering 0% interest on payment for 6 months."
- **Citibank-Big C Visa Platinum** card members also enjoy Citibank Rewards points worth 2% when charging at least 700 baht for petrol at Shell service stations nationwide.
- Cardmembers who use the card to pay for travel will experience one-stop service at **Citibank Travel Service**, call 02-788-2888.
- Card members are also guaranteed the best discounts at more than 2,011 restaurants nationwide, 24-hour emergency assistance when on the road, and discounts and privileges at over 5,000 shops around the world through the **Citibank World Privileges (CWP)** program.

With the comprehensive range of privileges, the **Citibank-Big C Visa Platinum** is the best card when shopping or dining at Big C Supercenters.

The Citibank-Big C Visa Platinum is expected to attract more than 500,000 customers.

Sign up today. For more information, contact round-the-clock Citiphone Banking at 1588.

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