



For Immediate Release
Citibank, N.A.
March 26, 2012

**Citibank Awarded “The Best New Card Launch/Relaunch Award”
At 2011 MasterCard Hall of Fame Awards Ceremony**



Citibank Thailand has won the Best New Card Launch/Relaunch award for launching **Citibank Rewards TITANIUM MasterCard** at the recent 2011 MasterCard Hall of Fame Awards ceremony with its Managing Director - Credit Payment Products of Citibank Thailand, **Voralak Tulaporn (3rd from right)** together with **Navara Sincharoenkul (2nd from right)** and **Piroon Rojanakamolсан (2nd from left)** receiving the award from **Deborah Goldingham (3rd from left)**, Head of Marketing **SEA, MasterCard Worldwide** at the Westin Siray Bay Resort and Spa, Phuket. The ceremony was attended by over 100 guests from leading financial companies across South East Asia.

MasterCard’s Hall of Fame Marketing Awards recognize South East Asia’s most innovative and strategic cards marketing campaigns. These awards are intended to highlight best-in-class examples that demonstrate a deep understanding of the needs of cardholders together with highly impactful creative executions that have driven business results.

Awards in 18 categories were presented to the most strategic, creative and well executed payment card and merchant marketing campaigns across six markets, and almost 100 entries were considered for the third year of the MasterCard Hall of Fame. The MasterCard Hall of Fame Awards entries were judged on four key criteria: strategy, creativity, media channel strategy and quantitative results, the weighting of which differed for each of the award categories.

#####

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

Media Contacts: Citibank

Nipon Pila
Tel: 0 2788 2905 / 08 6789 7283
E-mail: nipon.pila@citi.com
Citibank N.A.

Public Hit

Peangpen Praisang 08 1860 8225
Nitiwan Phugsuwan 085 127 7272
Aphinya Chanthiamwong 08 4 165 2626
Viranya Tangamornsiri (084 655 3726)
Public Hit Co., Ltd. Tel. 0 2252 5699
Fax. 0 2252 5698