



FOR IMMEDIATE RELEASE

Citibank, N.A.

June 6, 2012

**Citibank Travel Service Marks 1st Anniversary
Of Its Penetration into Travel Business
Offering Superior Benefits, Exclusive Trips with Top Lifestyle Gurus**

Voralak Tulaporn, Managing Director, Credit Payment Products, Citibank Thailand today announced the first anniversary of **Citibank Travel Service**, launched a year ago to bolster the bank's leadership position in the credit card business by providing customers with comprehensive travel-related services and privileges. To meet customers' growing travel demand, Citibank has enlisted the help of top lifestyle gurus to offer innovative travel experiences and further differentiate its Travel Service from the competition. Citibank Travel Service is part of a larger move by the bank to retool its business model in accordance with the changing economic and business climate and capitalize on the tourism industry's continued growth and positive outlook.

Citibank Travel Service differentiates itself by offering comprehensive travel services including air ticket and hotel bookings, package tours and private trips, among others, while providing superior benefits to those of rival operators with the goal of establishing itself as the market leader in the travel segment. Cardmembers who charge travel-related expenses to their card will be entitled to the following privileges:

1. Zero credit card fee, compared to the going rate of about 3% of the total amount of product or service charged by Citibank's competitors;
2. Zero interest when paying through Citibank Paylite 0% installment plan for up to 10 months;
3. Up to 5% cash rebate when using your card overseas for the duration of your trip (Citibank Travel Service terms and conditions applied); and 10% cash rebate for Citigold customers who use their Citibank credit card to book airfare or package tour through Citibank Travel Service.

"We aim to offer superior benefits to better fulfill the travel needs of our cardmembers. "Large numbers of people travel every year, both domestically and overseas. We recognize a business opportunity in offering our cardmembers better conveniences and additional privileges through our own Travel Service. In addition, we offer a money-back guarantee to customers who book seats on leading airlines at least 30 days in advance through our Travel Service. If you find cheaper tickets in the same class on the same flight by the same airline, we will immediately refund the price difference, Voralak said."

Voralak went on to say that in addition to the benefits already mentioned, Citibank Travel Service customers automatically receive travel accident coverage worth up to 35 million baht, plus up to 800,000 baht in travel healthcare insurance or emergency

medical transfer; flight or baggage delay compensation payment of up to 30,000 baht per card or 150,000 baht per family; and limousine service or twice the reward points when purchasing air tickets to an overseas destination.

On this occasion, Citibank also introduced three top lifestyle gurus who will lead exclusive trips for cardmembers throughout 2012. Back by popular demand, famous *feng shui* master **Tosaporn “Master Chang” Sritula** will lead an exclusive trip to Hong Kong in July under the concept “**Merit Making, Gourmet Meals and Spiritual Fulfillment**”, with visits to holy shrines, intimate conversations about *feng shui*, plus lots of gourmet treats and shopping. Soon to be announced is an exclusive trip to Singapore to explore the science of *feng shui* and cosmic energies in depth, available only to Citibank cardmembers.

In August, renowned food columnist and Citibank lifestyle guru **M.L. Parson Svasti**, known by his title, “Citibank Dining Guru”, will lead a gourmet tour of Hong Kong featuring meals of top dishes that food connoisseurs should not miss, luxury accommodation in a five-star hotel in Tsim Sha Tsui and visits to the island’s holiest shrines. In October, he will lead a tour of Shanghai featuring gourmet visits to beautiful attractions and delicious meals at the places where the city’s top dishes originated.

In November, historian and culture expert **Paothong Thongchua** will lead a trip to the Laotian city of Luang Prabang, where participants will learn about the beautiful culture of this ancient capital through a guided tour of important landmarks with in-depth explanations and historical tidbits from our lifestyle guru ensuring that you will come home with a treasure trove of interesting information to share with friends and family.

Making a surprise appearance as the event’s guest of honor was actor **Pakorn “Boy” Chatborirak**, A Citibank cardmember and avid traveler, the popular TV idol will be taking Citibank Travel Service customers on special journeys around the world.

For more information about Citibank Travel Service and our exclusive trips, call 0-2708-2888 Monday - Friday during operating hours, from 8.30 am - 5.30 pm.

#####

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