



For Immediate Release
Citigroup Inc. (NYSE: C)
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Citi Hong Kong Celebrates Launch of Official Facebook Page

Fans enjoy opportunity to win HK\$5,000 rewards by sharing photos on the page

Hong Kong – Citi Hong Kong today announced the launch of its official Facebook page. The new Facebook page brings digitally savvy Hongkongers the hottest travel and dining deals, trendy lifestyle tips, exclusive surprises and financial tips. It is a quick and easy way for people to access a wide range of exclusive deals and ideas that enrich every aspect of their lives.

Commenting on the launch, Angel Ng, Country Business Manager, Citibank Global Consumer Banking, said, “The growing importance of social media enables interaction between customers and Citi. With the Citi Hong Kong Facebook page, our followers will benefit from a wide range of information that enables them to become experts on smart living. Our page will help them stay ahead of the crowd when it comes to getting the best deals in town and the latest updates on Citi.”

Citi is keen to leverage the interactivity of social media to the full – and is inviting fans to join in with the celebrations for the launch of the Citi Hong Kong Facebook page. From now until April 6, fans can upload photos of their newborn babies and pets to the designated Facebook feed and, tag five friends, for a chance to win HK\$5,000 cash coupon in the lucky draw. There will be 20 winners in total for the lucky draw¹.

Please visit Citi Hong Kong on Facebook at: www.facebook.com/CitiHK

¹The lucky draw is subject to applicable terms and conditions.

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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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