

**FOR IMMEDIATE RELEASE**  
**Citigroup Inc. (NYSE symbol: C)**  
**April 20, 2010**



**IN CELEBRATION OF THE 40<sup>TH</sup> ANNIVERSARY OF EARTH DAY,  
CITI CARDS AND CITIBANK LAUNCH GREEN PROMOTION TO REWARD  
ECO-FRIENDLY CUSTOMERS FOR GOING PAPERLESS**

NEW YORK, April 20, 2010 – Citi cardmembers and Citibank customers are winning green for going green. Advancing its commitment to making a difference in the environment, Citi is launching an eco-promotion by [Citi Cards](#), a leading provider of credit cards, and [Citibank](#) to give away \$30,000 in cash prizes to encourage customers to go paperless. In addition, Citi will donate 10,000 trees to the Arbor Day Foundation's Trees for America program. This latest earth-friendly initiative is part of Citi's on-going worldwide effort to deliver tangible benefits to customers who want to reduce their paper waste.

To encourage customers to reduce their paper consumption, Citi will automatically enter customers who enroll in [Paperless Statements](#), as well as Citi cardmembers who enroll in Paperless Letters, now through July 10, 2010, to win one of six \$5,000 cash prizes.\*

"For Citi, promoting environmental and social sustainability is a critical business practice," says Paula Kelley, Executive Vice President at Citi Cards. "We'll continue to promote green options that benefit the environment and also assist our customers by saving them time and money when managing their accounts."

Through its various eco-friendly initiatives to date, Citi Cards businesses in 32 countries have planted over 2.3 million trees and saved over 40,000 trees by suppressing over 168 million paper statements and implementing recycling programs. Citi Cards' efforts are part of Citi's \$50 billion, 10-year commitment started in 2007 to address global climate change through investments, financings and related activities to support the commercialization and growth of alternative energy and clean technology.

For its green efforts, Citi was honored with America's Greenest Bank Award from *Bank Technology News*. Additionally, Citi Cards received the 2009 Promise to the Earth Award by the Arbor Day Foundation. Bestowed annually to individuals and organizations making a difference around the world either through planting trees or through nature education, the Promise to the Earth Award recognizes sustained commitment and leadership by a corporation that partners with the Arbor Day Foundation on special projects.

\* NO PURCHASE NECESSARY TO ENTER OR WIN. Open to legal residents of the 50 U.S. & D.C., 18+ who as of 4/18/10 are not enrolled in Paperless Statements and/or Paperless Letters; (i) have a consumer Citi-branded or AT&T Universal Card credit card; and/or (ii) who are a consumer Citibank, N.A. checking, savings, or money market account owner. Void where prohibited. Begins 12:00 a.m. ET 4/19/10 and ends 11:59 p.m. ET 7/10/10. For Official Rules, which govern, visit [sweepstakes.citicards.com](#), [sweepstakes.universalcard.com](#) or [citibank.com/paperless](#). Sponsors: Citicorp Credit Services, Inc. and Citibank, N.A.

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**About Citi**

Citi, the leading global financial services company, has approximately 200 million customer accounts and does business in more than 140 countries. Through Citicorp and Citi Holdings, 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](http://www.citigroup.com) or [www.citi.com](http://www.citi.com).

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