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Bucharest

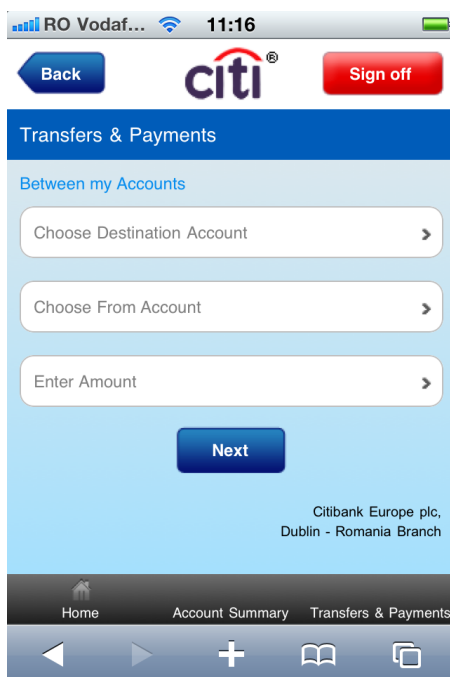
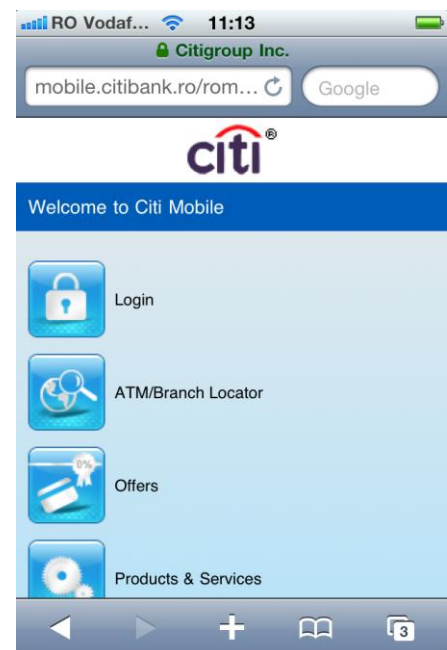
Citi Mobile is Now Available for All Mobile Phone Browsers

- Citibank Romania customers will now be able to access their accounts anytime, anywhere they have mobile phone service via a web-enabled mobile phone.
- Customers who login at least once every month between September 1 and November 30, 2011 will enter a lucky draw contest.

After launching Citi Mobile, the first downloadable application in Romania that allows customers to perform transactions on smartphone devices such as Apple, Android, Nokia and Blackberry, Citibank Romania now makes the service available for all mobile phones through the launch of the browser-based mobile banking solution.

Using Citi's new mobile functionality, customers are able to perform payments and transfers in LEI, EUR or USD between Citi current accounts and in LEI only to other bank accounts, to pay utility and telecommunication bills, to check their account summary and their transactions details and activities, as well as to view the latest offers and discounts at Citi Partner merchants.

The solution is available by accessing www.citibank.ro from the mobile phone browser via any web-enabled mobile phones through any telephone networks. The login is the same as customers' Citibank Online user ID and password, so no separate registration required.



“Our strategy is to give customers the convenience of banking 24/7, from anywhere without having to visit a branch. Digitization is constantly changing the form of classic banking, as consumers are increasingly on the go. The mobile phone is no longer just a device but an ecosystem of services that seamlessly integrate into the daily lives and activities of consumers. We will be offering the ultimate convenience for customers to perform their day to day banking”, Rohith Murthy, Citibank Consumer eBusiness Head for Romania, declared.

Moreover, customers who login at least once every month between September 1 and November 30, 2011 will enter a lucky draw contest, with the chance to win an iPhone 4 every month and a holiday trip to any location in Europe at the end of contest.

Further information on Citibank Romania's innovative banking solutions, complete terms and conditions, as well as Promotional Campaign Regulation are available online at www.citimobile.ro or through the CitiPhone service line 0800801040.



About Citi

Citi, the leading global financial services company, 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.

About Citibank Romania

Citi has been present in Romania since 1996 and provides high-quality financial products and services to national and international companies, small and middle enterprises, the public sector, non-profit organizations and individuals.

Additional information may be found at www.citibank.ro | Facebook: www.facebook.com/CitibankRomania.