



For Immediate release  
Citigroup Inc. (NYSE symbol: C)  
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## **Golf in the City... Golf with Citi!**

### **New Golf Benefits on Citibank Ultima and Ultimate Credit Cards introduced at Customer Golf Tournament**

Dubai- A golfing enthusiast, an aspiring golfer, or just want to improve your game? Drive your passion for Golf at the most exclusive golf clubs in the UAE and worldwide now with a unique offer from Citibank.

That's what Citibank Credit Cardmembers discovered on Sunday when they teed-off at the Montgomerie Golf course in Dubai to experience "Golf in the City and Golf with Citi", a comprehensive golf offer available only to Citibank Credit Cardmembers.

Avid golfers had a day to remember as they formed groups of 4 each and golfed intensively against each other at the 18-hole par 4 course at The Montgomerie. Simultaneously, free 90-minute golf sessions and a round of golf at the 9-hole par 3 course at the Montgomerie Academy was offered to customers who are emerging golfers.

At the wrap-up of the tournament, Golfers were presented with prizes, courtesy of Mont Blanc, i-mate, Raffles Dubai, Fairmont Dubai, InterContinental Dubai Festival City, Jumeirah Group, Kempinski Hotels, Emirates Holidays, Jet Airways and Egypt Air. Event was also supported by DU and Virgin Megastores as support sponsors.

The Citibank Golf offer is a comprehensive golf benefit made possible by the combined efforts of OAAG, one of the largest, most advanced golf service providers in the world and Citibank UAE. This offer is now available to, Citibank Ultima and Ultimate Credit Cardmembers and Citigold Customers. The offer provides access to five of the most exclusive golf courses in the UAE: The Montgomerie, Dubai Creek Golf & Yacht Club, The Els Club, The Four Seasons Golf Club and Abu Dhabi Golf Club.

"Businesses as well as individuals are all feeling the challenges of the new economic realities. One implication we see are our customers spending patterns changing toward entertainment/leisure spend that is closer to home," said William Keliehor, Divisions Credit Cards head for MEA and Pakistan. "Our cards must provide real and relevant value in the UAE and around the World. This golf offer delivers what our customers have asked for in access to 5 top golf clubs in the UAE, savings in pro shops, and discounted golf packages around the world."

Taking into account the globality of Citibank's customer profile, this golf offer provides discounted access to over 30 international golf clubs with 7 unique golf packages to 4 golfing destinations: China, Malaysia, Thailand and UK, thanks to OAAG's wide network which combines 10 million members, and offers unlimited access to over 12,000 championships, resorts and private golf courses around the world.

"We are proud to partner with Citibank in the kick-off event of the golf tournament offer from Citibank," said Kamran Siddiqi, General Manager for VISA International, Middle East, as he handed the trophies to the winners. "In the current economic realities, card providers need to think out-of-the-box in search of customer-friendly offers such as the one announced today. This offer combines the global strength of Citibank, VISA, OAG and Emirates to make leisure activities more affordable and enjoyable."

The Emirates-Citibank Credit Cards are the pioneering credit cards in the UAE that reward customers with Skywards Miles every time the card is used. Miles can be exchanged for free flights, excursions and other travel privileges.

"One of Citibank's key strengths is our ability to offer full range of financial needs that maximize value for customers as well as provide them with the best available offers fitting their lifestyles," said Sanjoy Sen, Citibank's Country Business Manager for the UAE and Bahrain. "This unique golf offer further enhances the superior benefits and privileges that are available to our Citibank Ultima and Ultimate Credit Cardmember and Citigold Customers and complements the comprehensive suite of products and services provided by Citibank."

Citi has been in the Middle East for nearly 50 years and currently offers consumer-banking services in the UAE, Bahrain and Egypt. In the UAE alone, Citibank, the consumer banking arm of Citi, has had a presence for the past 45 years and is expanding its major operations within the country. The bank is currently a major player in the UAE's credit card market and a leading provider of Banking, Wealth Management and Consumer Credit Services.

Citi Cards is part of Citi, the leading global financial services company, and the world's largest credit card issuer with more than 170 million cards in issue in 50 countries worldwide. Citi is a global leader in partnership credit cards, with leading airlines, retail, telecoms, oil and gas companies as key partners around the world.

For information on how to apply for the Emirates-Citibank Ultima and Ultimate Credit Cards, please call +971 4 311 4000, SMS 'CARD' to 2484, or visit [www.citibank.ae](http://www.citibank.ae)