



**FOR IMMEDIATE RELEASE**  
**Citigroup Inc. (NYSE: C)**

**CITIBANK SERVES UP AUSTRALIA'S BEST CREDIT CARD  
DINING REWARDS PROGRAM**

**Sydney, 11 April, 2011:** Citibank is staking its claim on Australia's dining scene with the launch of a best-in-class dining rewards program that gives Citibank reward credit card customers a complimentary bottle of wine and four reward points per dollar spent every time they pay with their Citibank credit card at participating restaurants.

The Citibank dining program has enlisted more than 250 dining venues to participate including locally and internationally acclaimed venues such as Christine Manfield's Universal and Martin Benn's Sepia in Sydney, Maze by Gordon Ramsey in Melbourne and Philip Johnson's e'cco in Brisbane, along with an impressive list of local restaurants, bistros and cafes across the country.

The Citibank dining program comes as an automatic benefit to Citibank customers with a Silver, Gold, Platinum, CitiBusiness or Select credit card.

Madeline O'Conner, Director of Credit Cards, Citibank, said the launch of the dining program supports Citibank's goal of owning the dining space for credit card rewards in Australia.

"Dining out is important to Australians. Our own customer research has confirmed this view and our customers have told us they want rewards centred on experiences related to food and dining. The launch of the Citibank dining program fits within our strategy to deliver a best-in-market credit card rewards program."

**The Insiders Guide**

To celebrate the program launch, Citibank has created the inaugural Citibank Insiders Guide – a beautifully produced guide to some of the country's best restaurants, featuring more than 100 food and wine sharing their favourite culinary haunts for specific dining occasions, whether it be a romantic dinner, business lunch or a big night out.

The experts include food champions Stephanie Alexander, Maggie Beer, Simon Johnson and Donna Hay, along with high-profile chefs Tetsuya Wakuda, Peter Gilmore, Martin Benn, Jacques Reymond, Andrew McConnell, Armando Percuoco, Peter Doyle and Justin North. Others include

celeb chef Pete Evans of 'My Kitchen Rules,' and Luke Nguyen of hit SBS series 'Luke Nguyen's Vietnam.' The guide also includes contributions from sommeliers Franck Moreau, Ben Mochtaer and Kim Bickley.

"We believe this program is one of the best the country has ever seen. We're delighted to partner with so many fantastic restaurants and cafes to bring this offer exclusively to Citibank cardholders and we have big plans to continue to expand the program in the future," Ms O'Connor said.

Citibank's commitment to the food and dining space extends through key sponsorships including its role as a major presenting partner for Sydney's most prestigious annual food event, The Sydney Morning Herald CRAVE International Food Festival, and as a principal sponsor of the New South Wales Wine Festival. Citibank customers also receive special privileges and offers associated with both events.

**Key benefits of the Citibank dining program:**

- Complimentary bottle of award winning wine, every time customers pay with their Citibank reward credit card at participating restaurants
- Four reward points per dollar spent at participating restaurant, Excludes airline frequent flyer direct earn rewards programs.
- The *Citibank Insiders Guide* to best restaurants
- Each of the wines available have been hand-selected and are highly endorsed by independent wine experts including James Halliday, The Penguin Good Australian Wine Guide and Wine Spectator USA amongst others
- Benefits available for Citibank reward credit cardholders who purchase their meal with their Citibank credit card.
- More benefits and privileges to be announced in the near future.

- Ends-

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**Citi:**

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