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### **Citibank Launches New Ultra Premium Credit Card “Miles & More Ultima MasterCard®” for Russian Affluent**

**Citibank, Miles & More, Lufthansa and MasterCard celebrate 4 years of successful partnership in Russia, reward their 50,000th customer and all gold cardholders by upgrading their cards to the MasterCard World® platform free of charge.**

Citibank, Miles & More, Lufthansa and MasterCard mark four years of successful cooperation with the launch of the New Ultra Premium Credit Card “Miles & More Ultima MasterCard” for Russia’s affluent frequent flyers. It’s the 1st elite co-brand Credit Card in Europe based on the MasterCard World Signia® platform.

Partners reached this milestone with 50,000 customers using their [Citi Miles & More MasterCard](#) to pay for their purchases and earn 1 award mile for every 30 rubles spent. The very 1st cardholder as well as the 50,000th cardholder was awarded with 50,000 Miles & More award miles which equal two Lufthansa business class return tickets to Europe\*.

Thousands more of Citi - Miles & More Gold cardholders have also benefited from the recent upgrade of all gold cards onto the even more rewarding and prestigious MasterCard World platform. This card specially designed for premium travelers provides its holder with travel insurance, access to MasterCard priceless program benefits and preferred banking service.

**The new Miles & More Ultima Credit Card** is an exclusive product aimed at the top premium class customers. The new Miles & More Ultima Credit Card offers credit limit of up to 1,500,000 rubles, welcome bonus of 7,500 award miles, travel insurance, concierge service and Priority Pass club membership, which allows access to VIP and business lounges in 650 airports around the globe, on top of all other benefits of the Citi Miles & More MasterCard.

Zdenek Turek, President of ZAO Citibank, Head of Citi Russia and CIS, said: "Premium segment has been always our priority and our area of expertise. The recent surveys show that the premium segment's behavior has not changed substantially amid crisis though ruble devaluation has lowered its spending in FX. Today we see the renaissance of affinity programs and we believe this segment will restore and show even greater growth faster than other segments."

Carsten Schaeffer, Managing Director, Miles & More International GmbH: "Miles & More is constantly striving to "stay ahead of the game" and to further strengthen its competitive position as the leading frequent flyer program in Europe. One of our key success factors is a carefully chosen partner portfolio which enables us to fulfil customer expectations also in the very premium segment. Offering personalized and exclusive benefits such as the new Miles & More Ultima and World products, we are proud to have a strong partner like Citibank in Russia to jointly bring the Miles & More program to new heights."

Ronald Schulz, Lufthansa Regional Director for Russia and CIS, noted: "Lufthansa, as a leading international airline in Russia, is proud of the successful cooperation with Citibank and MasterCard. All together we meet a demand of different markets segments. Lufthansa provides its passengers with a choice of wide range of services - from special fares in the Economy Class to Lufthansa Private Jet. Together with our partners we offer similar widely differentiating product - from standard to high-premium credit cards. I am confident that through this prolonged cooperation we will continue to enhance advantages of our customer loyalty programme in Russia. I'm pleased we can also stimulate this emerging premium market and expand our already leading position further."

Ilya Riaby, General Manager Russia, MasterCard Europe, said: "Our long-term partnership with Citibank, Lufthansa and Miles & More clearly demonstrates how co-branding can enhance cardholders' experience and power their loyalty. Today Citibank makes a successive breakthrough in retail banking introducing its customers to a program which expands beyond the general concept of a co-branded project providing Russian affluent consumers with benefits of the Miles & More program as well as truly unique privileges created by MasterCard especially for frequent

travelers and those who value comfort and high-quality services."

\* taxes and fees are not included.