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### Citi Launches Journalistic Excellence Award for Contribution to Sustainable Development

**Citi to recognize Russian journalists for drawing attention to promoting financial literacy and the development of small business in the regions**



Moscow — Today Citi Russia announced the launch of the Citi Journalistic Excellence Award for Contribution to Sustainable Development. The main goal of the award is to encourage the development of the social aspect of financial journalism in the Russian regions.

Internationally the Citi Journalistic Excellence Award was established in 1982 and to date, more than 1,000 journalists have participated from Europe, Asia, Africa and North and South America.

In Russia, the award focuses on coverage of current issues such as promoting financial literacy and developing small business and entrepreneurship. These topics are the main categories for the award.

Journalists from both national and regional media outlets registered in Russia are invited to participate in the competition. Materials covering either of the topics and published in the Russian media in 2010 will be accepted for the award.

«Financial journalism is not just about macroeconomics, investment and banks, it is also about social work in its literal meaning. Often articles and reports become the only source of unbiased information for common people on how to not lose money or how to start a new business. Journalists whose publications increase the level of financial literacy of readers and highlight the impact of small businesses, encourage sustainable development in the regions where they operate. Although less visible than the covering of multibillion ruble deals, this kind of work is no less important. The aim of the award is to deal with this inequality,» comments Denis Denisov, Public Affairs Officer at ZAO Citibank.

The independent judging committee will include representatives from the journalistic and academic communities, as well as finance experts, economists and other prominent public figures. Citi will not be represented on the judging committee.

In February 2011, the independent judging committee will decide on the short list of finalists from which two winners will be nominated for the main award. In July 2011, the winners will get a unique opportunity to attend a journalism course at the internationally renowned Columbia Graduate School of Journalism in the United States. As part of the two-week course at the school, winners from around the world will have a chance to participate in training sessions and master classes led by recognized leaders in financial journalism, as well as they will be able to meet acclaimed analysts from the New York Stock Exchange, representatives from the US Federal Reserve, Standard and Poor's and the financial news agency Bloomberg Business News.

The full list of the documents required for application and competition rules can be found on our site at [www.citibank.ru](http://www.citibank.ru).

For more information about the award or to clarify any questions about competition rules, please contact Evgenia Shipova from the organizing committee on **+7 (495) 775 00 77** or at [citiaward@pbn.ru](mailto:citiaward@pbn.ru).

**ZAO Citibank**, a full subsidiary of Citi in Russia, has been operating since 1993 when it became one of the first banks with foreign capital to enter the Russian market. It was the first of Citibank's three current subsidiaries in the CIS. Citibank has

since grown its business to become one of **the country's largest banks offering** a full range of products and services to corporate and consumer customers. At present, the bank has over 3,000 employees; its distribution network includes retail branches, 350 ATMs and representative offices in the largest cities in Russia, Ukraine and Kazakhstan.

**Citi** is the leading global financial services company that provides services to circa 200 million client accounts and does business in more than 140 countries. Through its two operating divisions: Citicorp and Citi Holdings, Citi provides consumers, corporations, governments and institutional clients with a broad range of financial products and services, including consumer banking and lending, corporate and investment banking, securities brokerage, and wealth management. For more information, visit [www.citigroup.com](http://www.citigroup.com) or [www.citi.com](http://www.citi.com)