

March 17, 2004
Moscow

First Russian Citibank Credit Card Shopping Festival



Citibank is opening its first Russian Citibank Credit Card Shopping Festival in the Mega Trade Center with a range of special promotional offers and information about credit cards for Russian consumers.

Citibank has five information stands open until 28 March to highlight the advantages of having a credit card. Additionally, Mega shoppers will be able to open a Citibank credit cards right there, at the information stands, and obtain the special promotional offers.

Throughout the whole period of the Festival Citibank will issue its credit cards on privileged terms - granting a 50% discount on the annual card service fee. Customers will also be able to open additional credit cards for their relatives and friends free-of-charge.

Furthermore, each applicant, who files his/her request before March 28 and receive the credit card, will be invited to take part in the raffling of two vouchers for the European Football Championship in Portugal.

During the Festival, customers who use Citibank Credit Cards in the Mega network, comprising over 50 branches, will be granted discounts of up to 50%. The discounts provided by all the participant merchants will be valid till the end of April. All Mega customers, who will open the credit cards during the Festival, will be able to benefit from such discounts.

Participating in the Festival will be such merchant networks as Carlo Pazzolini, kuda.ru, Lego, Starik Hottabych, Adidas, Shatura Mebel, Eugen Klein, Alain Manoukian, Motivi, Hallmark, Princess Griozza, Consul and many others.

Says William Keliehor, Citibank Vice President and Credit Card Department Head: "We want to make a present to our current and prospective customers. All these discounts and special offers represent additional benefits, so that people can really appreciate all the advantages of being a Citibank Credit Card holder.

"The Citibank Credit Card Shopping Mega Festival has opened a new page in the Russian credit card history. We in Citibank believe that this Festival is an excellent illustration of opportunities that credit cards offer to their holders and an important contribution in promoting them in the Russian market."