

December 20, 2005
Moscow



Top CitiGold clients get the whole world of exclusive services and privileges. Russia is the first country in Europe to launch Citi Ultima.

Top Russian consumers who demand the finest things that life has to offer can now hold a card which makes these demands a reality. Today is the launch of Citi Ultima, a credit card especially designed for Citibank's top [CitiGold](#) clients.

This personalized card, which gives customers hundreds of privileged and exclusive invitations, experiences in travel, fashion, and entertainment, will be available only by invitation from [CitiGold](#).

Citi Ultima is also an elite credit card. It has an unrivalled acceptance at the best establishments worldwide and is cosseted by dedicated support 24/7 whether at home or abroad.

Special arrangements from booking a private jet, renting a personal island or magnificent chalet in the Alps to top priority reservations in the most exclusive restaurants, personal travel offers and exclusive invitations to private events are just a few of the privileges available to [CitiGold](#) customers when they are invited to get the Citi Ultima card.

Other privileges offered by Citi Ultima are:

- Citi Ultima Concierge;
- Access to VIP airport lounges in **45** countries;
- Special conditions for accommodation in the most luxurious hotels worldwide;
- Insurance and international rescue during trips abroad of up to US\$1 million;
- Discounts and the help of a personal assistant in shops all around the world.

Rajive Chadha, Country Business Manager, Global Consumer Group, Citibank Russia said: "Citi Ultima delivers what clients want, where they want it and when they want it and [CitiGold](#) clients in Russia are the first in Europe to be offered this unique card. It reflects the increasing demand for luxury services here, our commitment to innovation in financial services, and the importance of the Russian banking market to Citibank."

"If you can imagine it, it can be done. Citi Ultima will help you realize your dreams," said Adrian Cristiani, Vice President, Retail Banking Business Manager, ZAO Citibank. "Citi Ultima offers our top-tier [CitiGold](#) clients in Russia a level of service and privileges as yet unparalleled in retail banking anywhere in the world."