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Moscow

**Citibank credit card holders continue to turn their dreams into reality!**



Click on the picture to enlarge it.

**The 2006 FIFA World Cup is over but the vivid memories of the tournament and the meeting with the legendary Pele will live on with the winners of the World Cup 2006 Campaign.**

The World Cup 2006 Campaign was run over eight weeks between 27 March and 21 May 2006. Any Citibank customer who made purchases\* with a Citibank credit card during the term of the promotion could qualify for a prize-winning transaction. 504 customers became the winners: 500 winners won official World Cup balls and four winners were fortunate to enjoy the exciting atmosphere of the football festival by attending a World Cup match and meeting the world football legend Pele\*\*. On return from Germany, the main prize winners shared their impressions with us:

**Alexandr Lysynchuk, the winner of the trip to the World Cup semifinal:**

"Now that the prize trip is over, I, as one of the winners of the World Cup 2006 Campaign, would like to express my thanks and deep gratitude to its organizers, the employees of ZAO Citibank, a Russian subsidiary of Citigroup Inc. The trip was taken care of very well, and the tickets to the semifinal match in Munich allowed me to witness the most important sporting event this year. But my memories of meeting with Pele in Berlin will undoubtedly outlive even those of the championship itself."

**Anton Panteleev, the winner of the trip to the World Cup final:**

"A trip to the World Cup final, July 2006, Germany, Berlin. On July 7th, a westbound plane of a popular Russian airline took off from Sheremetyevo-2 flying us to Berlin. It was difficult to believe, but it was true! I mean me being a winner of the Citibank promotion enabling us to attend the World Cup final and meet Pele in person. I won't bother you with the details of our two-hour flight and will get to the main part of the story. Hardly had we dropped our luggage at the hotel when we rushed to meet with Mr. Edson Arantes Do Nascimento, aka Pele. At the entrance to a luxury hotel in downtown Berlin it immediately became clear that football was indeed near and around us. We saw Arsenal Head Coach Arsene Wenger talking to somebody near the reception desk. We asked about the appointment with Pele (not Mr. Wenger, of course, but the girl at the reception desk) and, after a little confusion, were sent to the chill-out area where we saw other winners of the Citibank promotion, Alexandr and his girlfriend. Later, when taken to the seventh

floor where we thought Pele was hiding, we were joined by two other fellow countrymen, Valeriy and Sergey. To sweeten the waiting time, we drank champagne and fresh juice. HE appeared after a short while.

The seven of us got lost in conversation talking about sports, politics, favorite drinks (Pele said that he only drank coffee named after himself and Brazilian Caipirinha), and other stuff, feeling like old friends. Frankly, throughout the whole conversation I was in the state of football nirvana, just thinking, "No, this is not a dream. This is for real. I'm sitting at the table with the greatest athlete of all times..." At the end, we took pictures with Pele and got a lot of his autographs. I brought with me a replica of the football shirt worn by the famous USSR goalkeeper Yashin in matches against Brazil. Pele remembered those days very well and happily signed the shirt, unobtrusively explaining in the meantime what coffee brand one should drink day or night. When asked to predict the World Cup winner, Pele, having assured himself that none of us was a paparazzi, said that the Italians were probably better prepared and had all chances of winning the World Cup. As you see, the great football player was not mistaken...

The next day, July 8th, was awaited by Berliners and tourists with no less anticipation than the day of the World Cup final. Germany and Portugal were meeting in the third-place match. The whole of Germany watched the consolation game. All cafes and bars took TV sets out in the streets, and their sales at least tripled that night. Dozens of giant plasma screens on the 17th of June Street, ending at the Brandenburg Gate, attracted close to one million fans. And there was no fan violence, by the way.

The next day's events were equally well organized. It was the World Cup Final Day. Fantastic overall organization, as was expected of the Germans, strict separation of rival fans, clever approach to the allocation of seats at the 70,000-seater OlympiaStadion, and other arrangements, really impressed us. Before the kickoff of the final match (the stadium was two-thirds full one and a half hours prior to the starting whistle) we listened to a lot of music, including all World Cup soundtracks. The stadium gave an especially warm welcome to Colombian pop singer Shakira who looked thinner but was as vocal as usual. There's no need to describe the match itself, because millions watched it on TV. I just want to add that Spanish tenor Placido Domingo performed at halftime, and the awards ceremony culminated in fireworks that lasted for about 40 minutes. If you ask me what Materazzi told Zidane, here's a secret for you: By reading his lips, I'm pretty sure he said something like this: "I'll never sign up for a Citibank credit card!" Can you imagine that? He got what he deserved! I myself was willing to break through security barriers and headbutt this opponent of progressive technologies! I'm joking, of course.

Resume: A superbly organized show in the country where football has surely become the number one sport, hundreds of thousands of happy smiles, and the overall festive atmosphere of the event! I'd like to thank Citibank people once again for the time so well spent!

And one more thing. The 2010 FIFA World Cup will be held in Johannesburg, South Africa, and I'm sure that a Citibank card can be of great help there as well!"

**We would like to once again thank all customers who participate in our promotions and remind them that we plan to launch another promotion campaign for our credit card customers soon. Use your Citibank credit card and join our campaigns!**



**Citibank Credit Card. Pays for Your Wishes!**

\* Purchases of goods or services at the points of sale and cash withdrawals at Citibank branches, ATMs, and other credit organizations, for a minimum amount of RUB 300, or its equivalent in other currency.

\*\* Tickets to the 2006 FIFA World Cup and meetings with Pele are courtesy of MasterCard.