



**For immediate release**  
**Citigroup Inc. (NYSE symbol: C)**  
**January 28, 2015**

**Citibank Proud to Introduce Hong Kong's  
First 4DX Movie Theater "Citi Studio 4DX"**

***Exclusive year-round movie privileges for Citibank credit cardholders***

(Hong Kong) Citibank is pleased to announce that it has obtained the naming rights for the first theater in Hong Kong that supports 4DX cinematic technology—Citi Studio 4DX. Bringing a revolutionary cinematic experience to audience in Hong Kong, Citi Studio 4DX is conveniently located at the newly-opened Cinema City Langham Place in Mongkok with a seating capacity of 120. To mark the opening of Citi Studio 4DX, Citibank is launching a series of exclusive year-round privileges for Citibank credit cardholders to enjoy the one-of-its-kind 4DX cinematic experience and other cinema ticket offers.

Maggie Ng, Head of Cards and Unsecured Lending, Citibank Global Consumer Banking, said, "Our partnership with Cinema City Langham Place on Citi Studio 4DX is yet another example of Citibank's ongoing effort to bring clients the most innovative and remarkable experience beyond banking services. Our aim is to introduce products and services that are closely related to our customers' everyday lives, and enable them to gain the most value from their spending. In a market where there is no shortage of promotions being launched every day, we are committed to tailoring our offers to truly cater to the lifestyle needs of our clients, whether they are going to the cinema, shopping for groceries, booking a holiday, or dining at a restaurant."

According to Cinema City Langham Place, 4DX technology originates in Korea and brings audience an immersive cinematic experience through special effects that fully synchronize with the action on screen, which was previously not possible due to visual and aural limitations. The motion chairs in the Citi Studio 4DX theater are equipped to create a complete range of multi-sensory atmospheric effects, in addition to the three-dimensional movements, which takes movie viewing to a whole new level. The custom atmospheric effects include wind, bubbles, lightning, fog, scents, water shots, rain and air shots.

## **Year-round movie privileges exclusively for Citibank credit cardholders**

Citibank credit cardholders can enjoy the below exclusive offers at Cinema City Langham Place from now until December 31, 2015:

Citi Clear Card	<ul style="list-style-type: none"><li>– 10% off Citi Studio 4DX movie tickets<sup>1</sup></li><li>– Buy-1-get-1-free 3D / 2D movie tickets every Friday to Sunday<sup>2</sup></li><li>– 10% off 3D/ 2D movie tickets<sup>1</sup></li><li>– 10% off concession items</li></ul>
Other Citibank credit cards	<ul style="list-style-type: none"><li>– 10% off 3D/ 2D movie tickets</li></ul>

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### **About Citi**

Citi, the leading global bank, has approximately 200 million customer accounts and does business in more than 160 countries and jurisdictions. Citi provides consumers, corporations, governments and institutions with a broad range of financial products and services, including consumer banking and credit, corporate and investment banking, securities brokerage, transaction services, and wealth management.

Additional information may be found at [www.citigroup.com](http://www.citigroup.com) | Twitter: @Citi | YouTube: [www.youtube.com/citi](http://www.youtube.com/citi) | Blog: <http://blog.citigroup.com> | Facebook: [www.facebook.com/citi](http://www.facebook.com/citi) | LinkedIn: [www.linkedin.com/company/citi](http://www.linkedin.com/company/citi)

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#### <sup>1</sup> Remarks for "10% off Citi Studio 4DX movie tickets" and "10% off 3D and 2D movie tickets"

- Cardholders can purchase a maximum of 8 discount tickets for each transaction
- The discounted movie ticket price will be rounded up to the nearest dollar
- Not applicable to the movie show dates of February 12 – March 1, 2015 and December 10 – 31, 2015

#### <sup>2</sup> Remarks for "Buy-1-get-1-free 3D / 2D movie tickets every Friday to Sunday"

- Eligible on Friday to Sunday only and upon a single local retail transaction of at least HK\$500 made by the Citi Clear Card in the same or previous calendar month as the movie ticket purchase
- Each Citi Clear Card is only entitled to one free movie ticket every week (from Monday to Sunday) during the Promotion Period
- Not applicable to the movie show dates of February 12 – March 1, 2015 and December 10 – 31, 2015