



**Press Release**  
**Citigroup**  
**April 14, 2004**

**Citigroup Boosts Support of Financial Education in Japan**  
**Supports development of a Financial Education program**  
**with National Institute on Consumer Education**

Tokyo - Citigroup announced today that over the next ten years it will further strengthen its support of financial education activities by increasingly focusing on the expansion of grants to Japan and encouraging its employees give back to their communities through volunteer activities.

Today's announcement is based on Citigroup's 10-year, \$200 million (equivalent to some ¥21 billion) global commitment to Financial Education. Citigroup has redoubled its commitment to contribute to Japanese society, citing the belief that strong financial education programs raise the quality of life for individuals, families and institutions and strengthens the communities where our customers and employees work and live. As a part of its global initiative, Citigroup will also encourage its 275,000 employees around the world, including the nearly 10,000 employees in Japan, to take a day off from work each year to volunteer for a non-profit organization.

Citigroup also announced that it would set up the following two new programs in cooperation with National Institute on Consumer Education (NICE).

**Citigroup Success Fund:** This program provides monetary grants to educators to support creation of innovative projects that help students experience diverse styles of learning. The fund will support the development by local teachers of unique, cross discipline studies, and while financial education topics will receive priority, all topics will be considered. Encouraging grant application by middle- and high-school teachers, grants will be provided to 35 excellent projects selected by a judging committee. Each project will be granted up to ¥200,000. This project is based on the Citigroup Success Fund, a well-regarded program started in the U.S in 1988.

**Middle School Financial Education Game:** NICE, Citigroup and a group of teachers and community leaders will collaborate to produce a game-based curriculum that will educate students on the basics of financial education in a fun and interactive way. Topics to be covered include: the role of money in society, financial mechanisms, and the choices and responsibilities of consumers. Initially, 400 game kits will be distributed to teachers. A committee of financial and educational experts will be set up to develop the materials.

Charles Prince, Chief Executive Officer of Citigroup, said, "As a financial institution deeply rooted in Japan with a history of over one hundred years, Citigroup has been

working with nonprofit organizations in the development of programs to support financial and economic education for young people. This is only the most recent commitment to Financial Education and we will make new grants of \$191,000 (equal to some ¥20 million) to new two programs by NICE.” He added, “Citigroup will continue to support Financial Education in Japan and make investments in programs that support Japan’s future.”

Mr. Takeshi Uenae, Executive Director of NICE, said, “National Institute on Consumer Education was established in 1990 as a public-interest corporation under co-jurisdiction of the Economic Planning Agency of Japan (the current Cabinet Office) and the Ministry of Education (current Ministry of Education, Culture, Sports, Science and Technology) for the purpose of supporting comprehensive and effective promotion of consumer education. For 14 years since its foundation, NICE has made a commitment to the dissemination and promotion of consumer education for young people nationwide. With financial deregulation in recent years, NICE has keenly felt the necessity to provide financial education and has come to work on the development of a nationwide Financial Education program for the first time in its history with this assistance from Citigroup. It is indeed an honor for NICE to participate in such a marvelous project on this global scale. We would like to utilize the experience we have accumulated so far to help address and promote to the development of Financial Education to benefit the people of Japan.”

The increased commitment to financial education will come primarily in the form of grants from Citigroup Foundation, supplemented by grants and programs from Citigroup’s various businesses.

In Japan, Citigroup has been sponsoring Financial Education through a for-credit banking course taught by Citibankers at universities called “Citibank University Program,” the national finals of “Management and Economics Simulation Exercise (MESE),” a management simulation program for high-school students, and initial funding for “Student City,” an experiential learning center for elementary school students.

In order to widely invite proposals and information from nonprofit organizations regarding financial education programs for Japan, Citigroup has established an e-mail address exclusively for Financial Education in Japan. Please feel free to contact [FE-Japan@citigroup.com](mailto:FE-Japan@citigroup.com).

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Based on the belief that knowledge is your greatest asset, the **Citigroup Financial Education Program** is a global, company-wide effort working jointly with the Citigroup Foundation to identify, support and implement initiatives that help give individuals, families and institutions the tools needed to make sound financial decisions. Citigroup’s 10-year, \$200 million global commitment is focused in three areas: Personal Financial Education, Small Business Financial Education, and Institutional Financial Education. Additional information about Citigroup’s Financial Education Program, including Foundation guidelines, links and resources, and the Citigroup Financial Education Program Curriculum and Facilitator’s Guide, may be found at: [financialeducation.citigroup.com](http://financialeducation.citigroup.com).

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Media Contacts:

Toru Ichikawa

03-5462-5054