

## Press Release

March 31, 2006

Citi Cards Japan, Inc.

### **New Campaigns Underway!**

#### **“Citi Card Enjoy Life Campaign” / “Diners Club Dramatic Season Campaign”**

Citi Cards Japan (CCJ) announces two new campaigns for its card members effective from April 1<sup>st</sup>.

**Citi Cards** “Enjoy Life Campaign”  
**Diners Club** “Dramatic Season Campaign”

These campaigns, which are targeted at existing Citi Card and Diners Club Card members, will run from April 1<sup>st</sup> to June 30<sup>th</sup>, 2006. Card members will have a chance to win prizes, including: Stays at Luxury Japanese Hot Spring Inns, Home Electronic products, Digital Video Cameras, Dinner Cruises and Gift Certificates. Separate lotteries will be held in April, May and June to determine the winners among card members who meet the minimum monthly spending conditions. A total of 500 winners will be selected each month of the Campaign – and no registration is required.

These campaigns aim to connect and celebrate with our card members the sense of energy, opportunity and excitement that the new Spring Season brings. During this time we want to remind our customers of how the convenience and flexibility of their Diners Club Card and Citi Card can complement their lifestyle. By offering great prizes we want to reward our cardmembers and convey our appreciation and thanks for their continued loyalty and patronage.

With an integrated communication campaign including Merchant Displays and Branch Promotions, CCJ expects this campaign to raise its profile within the local. This campaign represents a commitment to deepening our relationship with our customers. CCJ will continue to focus on providing high quality products and services to our customers.”

#### **For inquiries about the campaign**

Citigroup Corporate Affairs Office TEL :03-5462-6703

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Citi Cards Japan, Inc. (CCJ) operates the credit card business in Japan for Citigroup Inc, one of the world's largest issuers of credit cards. CCJ brings together the strengths of Diners Club Card, a credit card pioneer in Japan, renowned since 1960 for its service and status, and Citi Card, which has a heritage of innovative products and services that make the most of Citigroup's global network, to offer a strong suite of products and services for its card members.

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