



Press Release

December 18, 2008
Citi Cards Japan, Inc.

**CITI CARDS JAPAN LAUNCHES NEW ADVERTISING AND MARKETING
CAMPAIGN FOR DINERS CLUB JAPAN**

Citi Cards Japan, Inc., the exclusive issuer of Diners Club cards in Japan, announced the launch of a new advertising campaign to support its three key business objectives: enhance brand awareness; attract new generation of affluent, premium card users; and improve customer value proposition to make holding a Diners Club card more exciting, satisfying and relevant than ever.

Diners Club homepage: <http://www.diners.co.jp>

The theme of this campaign is "Diners Code, which is the spirit shared by the brand and our customers, reflective of the adult philosophy to live by and symbolic of the card members' values. Leveraging the catchphrase, "There are no rules, just codes. Diners Club," Diners Club Japan will introduce various codes for various situations in this campaign to revitalize the franchise as a leading status and premium credit card.

President of Citi Cards Japan, Inc. TS Anil remarked, "Status is the most integral attribute of the brand and a key driver of premium card ownership. As Diners Club, the issuer of first credit card in Japan as well as the world, approaches its 50th anniversary milestone in 2010, the new campaign reflects our full commitment to continue to grow and lead the premium credit card sector."

In conjunction with the campaign, Citi Cards Japan will introduce new and enhanced products and services as well as events, some of which have been rolled out in recent months and others that are planned to be launched in early 2009.

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About Citi Cards Japan, Inc.

Citi Cards Japan, Inc. operates the credit card business in Japan for Citigroup, one of the world's largest issuers of credit cards. Citi Cards Japan brings together the strengths of Diners Club, a credit card pioneer in Japan renowned since 1960 for its service and status, and Citi Card, which leverages Citigroup's expertise in global markets to offer a strong suite of products and services for its card members.

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