



(English Translation of Press Release)

July 22, 2009

Citi

National Institute on Consumer Education

**Citi and NICE to announce recipients of fifth round of Citi Success Fund grants
Award ceremony and educational seminar to be held in Tokyo
- 32 educational projects selected for monetary grant -**

Citi in Japan and National Institute on Consumer Education (“NICE”, President: Makiko Arima) will hold Citi Success Fund grant-awarding ceremony and educational seminar on Tuesday July 28, 2009 (13:00 p.m. – 16:00 p.m.) for teaching professionals and those who are interested in education at Tennozu, Tokyo.

Monetary grants will be awarded to 32 projects (2 for schools and 30 for teachers individually or groups of teachers) on the day. Also, Professor Masahiko Nasu, Department of Education, Faculty of Human Sciences, Sophia University will deliver a speech titled “Tips for developing curriculum that promotes collaboration between schools and society”. Teachers who have been awarded monetary grants last year will make presentations on how they implemented their projects. The event is designed to provide opportunities for thinking about how classes should be conducted so as to invoke zest for life among students through experiencing the joys of learning and pleasures of fulfilling goals.

“The report on the fourth projects implementation”, a pamphlet which describes how the projects were implemented at elementary, junior high, and high schools will also be distributed on the day.

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“Citi Success Fund”

“Citi Success Fund”, launched in 1988 in the United States by Citi, has been introduced to Japan, Hong Kong, Indonesia, South Korea, the Philippines, Taiwan, and Thailand. In Japan, it was launched in 2004 in cooperation with National Institute on Consumer Education (President, Ms. Makiko Arima) and it marks the fifth round of Citi Success Fund this year.

In Japan, “Citi Success Fund” provides monetary grants of maximum value of JPY500,000 for each school project (around two grants) and maximum value of JPY200,000 per project planned by a teacher or a group of teachers (around 30 grants). The grants are awarded based upon screening by the selection committee of applications of educational projects that are creative and unique. Elementary, junior-high, and high schools, as well as teachers, are eligible to submit applications. The requirements for the grants are; 1) the project must take up the theme of consumption, corporate activities, or finance/economics; 2) the project must be creative and unique in their teaching contents and methods; and 3) the project must be implemented between July 2009 and March 2010.

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1. Outline of the grant-awarding ceremony and educational seminar

Date: Tuesday, July 28, 2009 13:00 p.m. – 16:00 p.m.

Venue: Tennozu Central Tower “Hall 27”

Audience: Teachers and people who are interested in education

Capacity: 70 -80 persons (first-come and first-served basis)

Admission: Free-of-charge

Program:

- Greeting from Organizer and general comments on screening results for the fifth round of Citi Success Fund by Makiko Arima (Journalist/President of NICE)
- Remarks of the guest by Aiko Shimajiri (Upper house member/Team leader for DPJ working group on consumer education)
- Greeting & grant-money presentation by Douglas L. Peterson, President & CEO, Nikko Citi Holdings)
- Speech titled “Tips for developing curriculum that promote collaboration between schools and society” by Professor Masahiko Nasu, Department of Education, Faculty of Human Sciences, Sophia University
- Presentations from the fourth round of Success Fund projects
 - “Looking into elementary school career education for next-generation children who will come to love hometown Atami and lead their lives with full of energy ” by Gennichi Ngaoka, Atami City Momoyama Elementary School
 - “Let’s find out how we can wisely use mobile phones” by Ikuyo Kamano, Junior High School affiliated with Chiba University Education Department)
 - “Let’s answer to the question, ‘What is money?’ ”, by Hiroko Ohara, Utsunomiya Chuo Girls Senior High School)

The grant-awarding ceremony and educational seminar is open to the media. Those who wish to join, please contact Media Relations, Communications Division, Nikko Citi Holdings. (Phone: 03-6270-9299)

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2. Educational projects selected in the fifth round of “Citi Success Fund”

School Project (2)

Prefecture	School	Project
Saitama	Kawaguchi Totsuka Minami Elementary School	For recycling-oriented environmental education using eco-ticket(environment currency)
Niigata	Kashiwazaki Daiichi Junior High School	Let's start from fields: Daiichi Junior High Potato Company – Potato vines operation

Teacher/Group of Teachers (30)

Prefecture	Applicant	School	Project
Akita	Hiroyuki Matsuhashi	Akita Kyohoku Elementary School	Developing cultivation activities to boost cost-consciousness and environmental awareness
Gunma	Toshiaki Saito	Issue Study Information Morale Team, Fujioka City Education Institute	Development and promotion of information morale improvement program linking elementary schools and junior-high schools
Tokyo	Makoto Hatae	Shinagawa Daiichi Hino Elementary School	The final year of studying under the existing school building! Continuing “One day with vegetable and rice” to the new school building: A pot per person and rice production, what we can learn from producers' perspective
Kanagawa	Tadashi Ogawa	Seika Elementary School	Rice production/dream creation: Produce it! distribute it! and eat it! Producing and consuming at school
Aichi	Kiyoshi Watanabe	Toyokawa Tenno Elementary School	Town revitalization proposal making use of Mashimizu Rice: From rice production to Inari-sushi sale
Aichi	Nobuo Tamba	Handa Kariyado Elementary School	Activities that provide opportunities to think about inventions and desires of producers, distributors, and consumers: Kariyado's new specialty! Through activities of producing, processing, marketing and selling “Oni bun”
Hyogo	Mihoko Taenaka	Toyooka Nitta Elementary School	Learn child-rearing through the link among people, nature and life: Through cultivation experience
Okayama	Nobuaki Takahashi	Consumer Education Implementation Study Group, Okayama Pref. General Education Center	Developing class program that will help students boost ability to make appropriate judgment as consumers
Tokushima	Takashi Shimamura	Anan Hirashima Elementary School	Teaching money/finance based on experience of cultivation to sale of “Hirashima Kubo Seaweed” – Setting up a stock company having sales, marketing, and production departments
Akita	Tomoya Kasai	Ohdate Daini Junior High School	Learn about market economy and local economy by visiting local firms!
Saitama	Tadashi Takigawa	Kawaguchi Minami Junior High School	Let's create products making use of low-cost energy and energy conversion
Tokyo	Yoshihito Uezono	Tokyo Gakugei University-affiliated Takehaya Junior High School	Let's investigate money/financial problems around us and make a digital picture-story show

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Kanagawa	Takeshi Rikimaru	Yokohama Ushioda Junior High School	Think about bank transfer scam from a keyword "life"
Kyoto	Koichi Matsushima	Kyoto Saga Junior High School	Working experience in tourism industry: Creating "Useful Saga Arashiyama sight seeing guide" recommended by local junior high school students
Kyoto	Kaori Nishimura	Nagaoka Kyo Nagaoka Daiyon Junior High School	Consumer education class involving active participation of students in collaboration with Furitsu High School
Hyogo	Hiroshi Takagi	Kobe University-affiliated Junior High School	Learn about global financial economic activities through English class: bring up abilities via ESD
Nara	Kageki Takemura	Nara Education University-affiliated Junior High School	"Makomo" project: From understanding slower-pace lifestyle while paying attention to traditional culture and environment to product development
Yamaguchi	Shinichi Kawano	Hofu Kyo Junior High School	Create posters that transmit messages concerning consumption, corporate activities, and finance and economy using mark-sheet-process system or spreadsheet software
Fukuoka	Koji Sugino	Omuta Hakko Junior High School	"Come on Omuta!": The thirteen year old's action for the city's revitalization
Okinawa	Satoko Kano	Uruma Miyagi Junior High School	Developing local produce of an island of longevity
Gumma	Hiroyuki Yamaguchi	Gumma Tatebayashi Shoko High School	Building mobile store by students in architecture department and operating a mock-up company and selling original products from the mobile store by students in commerce department: Delivering good products and smile
Saitama	Hiroto Nishizawa	Saitama Tokorozawa High School	Life plan that envisions a life up to 100 years old
Kanagawa	Yutaka Kajigaya	Kanagawa Ebina High School	We are fully-fledged consumers of financial services! We want to know more about money and economy: Learn to be good consumers with knowledge in finance and economics through full-time high school group activities
Aichi	Sayuri Hirayama	Meijo University-affiliated High School	High school students' business: developing local products intended to be consumed locally
Kyoto	Shigeo Yamanaka	Kyoto Shuchi High School	Selling self-harvested Kyoto vegetables
Osaka	Hidefumi Yoshida	Osaka Mikunigaoka High School	High school students' economic activities and consumer problems in modern society
Hyogo	Hitoshi Inoue	Hyogo Kobe Shogyo High School	Local community revitalization plan and entrepreneur education through marketing activities
Okayama	Motoko Miyake	Okayama Tamashima High School	Sending message to local regions! Prevent financial troubles with "Momotaro"
Yamaguchi	Junichi Shimizu	Shimonoseki Shogyo High School	School bread revolution! Promote our school and develop and sell new breads for schools
Hiroshima	Tsukasa Michiyoshi	Nakaseto Area Education Coordinating Group, Hiroshima Shosen High School	Developing Kuresen Setonai Marine View Ship "Travel Product" & Culture succession region education model experiment

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