



(English Translation of Press Release)



July 21, 2010

Citi

National Institute on Consumer Education

**Citi and NICE to announce recipients of sixth round of Citi Success Fund grants
Award ceremony and educational seminar to be held in Tokyo
- 29 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 Wednesday July 28, 2009 (13:00 p.m. – 16:15 p.m.) for teaching professionals and those who are interested in education at Marunouchi, Tokyo.

Monetary grants will be awarded to 29 projects (3 for schools and 26 for teachers) on the day. In addition, Mr. Yoshinori Hakui, Director, School Curriculum Division, Elementary and Secondary Education Bureau, Ministry of Education, Culture, Sports, Science and Technology (MEXT) and Mr. Hiroyuki Yoshiie, a member of the House of Councillors, will deliver speeches titled respectively “Promotion of consumer education at schools” and “How to face to the children – for the purpose to foster the power to live at school”. 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 fifth projects implementation”, a booklet 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 was established with funding provided by the Citi Foundation, to globally support creative and practical education that enables students to experience the joys of learning and the pleasure of fulfilling goals to nurture capacity for survival. 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 this year marks the sixth round of Citi Success Fund.

In Japan, “Citi Success Fund” provides monetary grants of a maximum value of JPY500,000 for each school project (three grants) and maximum value of JPY200,000 per project planned by a teacher or a group of teachers (26 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 2010 and March 2011.

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Media:

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Citi Foundation

The Citi Foundation is committed to the economic empowerment of individuals and families, particularly those in need, in the communities where we work so that they can improve their standard of living. Globally, the Citi Foundation targets its strategic giving focus areas: Microfinance and Microenterprise, Small and Growing Businesses, College and Careers, and Financial Capability and Asset Building. The Citi Foundation works with its partners in Microfinance and Microenterprise and Small and Growing Businesses to support environmental programs and innovations. Additional information can be found at www.citifoundation.com

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

Date: Wednesday, July 28, 2010 13:00 p.m. – 16:15 p.m. (Doors Open at 12:30 p.m.)

Venue: Shin-Marunouchi Building 20F Okabe Room

Audience: Teachers and people who are interested in education

Capacity: 100 persons (first-come and first-served basis)

Admission: Free-of-charge

- Program:
- Greeting from Organizer and general comments on screening results for the sixth round of Citi Success Fund by Makiko Arima (Journalist/President of NICE)
 - Greeting & grant-money presentation by Marc Merlino, Citibank Japan Representative Director, Deputy President and Head of Corporate Banking Division
 - Speech titled “Promotion of the consumer education at schools” by Mr. Yoshinori Hakui, Director, School Curriculum Division, Elementary and Secondary Education Bureau, Ministry of Education, Culture, Sports, Science and Technology (MEXT)
 - Speech titled “How to face to the children – for the purpose to foster the power to live at school” by Mr. Hiroyuki Yoshiie, a member of the House of Councillors, LDP Policy Research Council, Director of Education, Culture, Sports, Science and Technology Division
 - Presentations from the fifth round of Success Fund projects
 - “Forrecycling-oriented environmental education using eco-ticket (environment currency)” by Mr. Tetsuya Kikuji, Kawaguchi Totsuka Minami Elementary School
 - “Think about bank transfer scam from a keyword “life”” by Mr. Takeshi Rikimaru, Yokohama Ushioda Junior High School
 - “Sending message to local regions! Prevent financial troubles with “Momotaro”” by Ms Motoko Miyake, Former Okayama Tamashiro High School

The grant-awarding ceremony and educational seminar is open to the media. Those who wish to join, please contact Media Relations, Citi Japan. (Phone: 03-6270-9848)

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

School Project (3)

Prefecture	School	Principal	Project
Tokyo	Higashi Murayama Megurita Elementary School	Tami Sogabe	Developing the power to live in society – Leading a clever and wise life, cherishing people and things –
Kumamoto	Mifune Takaki Elementary School	Mitsuyo Kitamori	The challenge of communication, food and work – Aiming for an education that improves the awareness of communication, food and work with the support from communities –
Kyoto	Kyoto Subaru High School	Toshinobu Matoba	Systematic and methodical finance and economy education program and efforts for business-academia collaboration with financial institutions at specialized High Schools

Teacher/Group of Teachers (26)

Prefecture	School	Applicant	Project
Miyagi	Kurihara Ooka Elementary School	Mayumi Endo	New Ooka Vegetable Shop open! – Running our own shop: grow, produce and sell –
Tokyo	Hino Daiichi Elementary School	Sachiko Kondo	Raising school children who proactively try to be involved through growing, harvesting, processing and sales experience
Kanagawa	Seika Elementary	Tatsuo Ono	Hello! This is the Seika Post Office!! – Thinking about money in role plays –
Hyogo	Tatsuno Oyake Elementary School	Hiroshi Ishido	A Contribution we can make for our region: Promoting regional specialty products and places of interest – Different school grades cooperating from manufacturing up to the planning and execution of specialty product fairs –
Tokushima	Awa Isawa Elementary School	Kenji Hioka	Producing Awa eggplants! – Growing, cooking and also promoting –
Kagawa	Tonosho Kitaura Elementary School	Minoru Takigawa	Message: “We, the Kitaura Youth Club” – Regional development through the Setouchi International Art Festival and the Stone Symposium –
Aichi	Niihama Sumino Elementary School	Kazuhiko Toi	Raising children able to promote the advantages of their home region – Through the creation of pamphlets and tours for tourists –
Hokkaido	Kunneppu Junior High School	Takehiko Nobumoto	PR Strategy for Kunneppu Town
Aomori	Hirosaki Daiichi Junior High School	Shu Aizawa	Becoming clever consumers collecting and assessing information – Development of judgment skills for avoiding trouble and comparing services –
Akita	Happo Hachimori Junior High School	Ryo Yamaki	We love Happo Project!! 3 – Expanding the charms of our home town Happo towards the future –
Tochigi	Nasu Shiobara Nishi-Nasuno Junior High School	Tatsuya Tsukui	Creation of an Economic Simulation to Develop “Vitality and Dynamism” – Proposing a revitalization plan for Kanemoto Village –

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Tokyo	Shinjuku Junior High School	Teruaki Kobayashi	Building Robots that sell! – Learning about company management and economy through manufacturing –
Niigata	Kashiwazaki Daiichi Junior High School	Yasushi Takahashi	Great Agriculture Fair: Starting from Icchu Farm – Local production, local consumption; experiencing a business startup together with the local community –
Aichi	Toyokawa Chubu Junior High School	Masahiko Muto	Spinning with our own hands, Giving color to my world – Taking over the skills of local artisans to improve the awareness of regional development –
Kyoto	Maizuru Aoba Junior High School	Hiroko Kinoshita	Learning economic activities through group work – Collaboration classes with the Japan Fair Trade Commission –
Tottori	Kotoura Akasaki Junior High School	Akinori Matsumoto	Using numbers to learn more about “Little Miss Interest”
Fukuoka	Nakama Junior High School	Kouji Takeguchi	Using Internet shopping experience to develop clever consumers living in the Internet society
Hokkaido	Kaisei Gakuin High School	Mari Iida	Economic activities in a society that is sustainable and able to grow – Development of products discovered by high school students in Muroran –
Yamagata	Yamagata Aterazawa High School	Hiraku Tokairin	Discover and polish regional treasures using wisdom and cleverness: Supporting a local community with design
Niigata	Niigata Nagaoka High School	Kazuhiro Tanaka	Corporate strategies becoming visible through “Advertisement creation” – Developing the skills to uncover the riddles in corporate advertisement strategies –
Shizuoka	Shizuoka Shimoda High School	Nobuyoshi Tonooka	Fertility from the Earth – Creating a community from new food processing taking advantage of original products from South Izu –
Shizuoka	Shizuoka Fugakukan High School	Tooru Ichikawa	A High-School student brand from Fujinomiya to all over Japan! – Product development and sales strategy for pickles using original local product –
Aichi	Meijo University –affiliated High School	Sayuri Hirayama	“Local production for local consumption” Business as seen by High School Students – Aiming to revitalize the region using hidden specialty products –
Aichi	Aichi Okazaki Shogyo High School	Yoshiyuki Kaminuma	Beware of illegal business methods! – Creating assistance for senior citizens through delivery lectures –
Saga	Saga Shogyo High School	Masahiko Matsuura	Promoting effective sales promotion campaigns by creating attractive contents in the Internet shopping mall “Saga Manabiya”
Kyoto	Kyoto Nishi Sogo School for Disabled Children	Kayo Yamada	Setting up a Vinegar bar and a Vegetable juice bar

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