

Citibank



**FOR IMMEDIATE RELEASE**  
**Citibank Singapore Limited**  
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**Citibank launches the new Citibank Rewards Card, which gives  
10 times the rewards points on shopping worldwide**

*As part of the launch, Citibank will be organising a Facebook competition, where 10 lucky winners will walk away with up to two million Citi Dollars Rewards Points, which can be redeemed for absolutely anything they desire!*

Citibank Singapore has launched the new Citibank Rewards Card, the credit card with the best rewards and privileges for shopping and dining, both locally and overseas. The Citibank Rewards Card enables cardmembers to earn rewards points with every dollar spent on anything anywhere – \$1 spent earns 1 Citi Dollar. In addition, it is the first credit card in Singapore where cardmembers earn 10 times rewards points on shopping worldwide, all year long. This means that cardmembers earn 10 Citi Dollars with every \$1 spent on the card.

Citibank Rewards Cardmembers can redeem their Citi Dollars for absolutely anything, including air miles, cash rebate to offset any purchase bought on the card and rewards items from a selection of 250 options in the online Citi Rewards Catalogue – the widest range of credit card reward redemption options in the country. Citibank Rewards Cardmembers are also able to redeem their rewards instantly at over 100 merchant locations islandwide. In addition to the rewards points earned, they enjoy up to 10% rebate on everyday purchases at more than 500 merchant locations in Singapore. Cardmembers will also be part of Citibank Gourmet Pleasures, Singapore's best credit card dining programme, which guarantees unrivalled dining deals at more than 1,000 merchant locations.

Mr. Han Kwee Juan, Managing Director and Head of Credit Payment Products at Citibank Singapore Limited said: "At Citibank, we have always been committed to providing the most rewarding card experience across all our cards and customer segments. The launch of the new Citibank Rewards Card is part of this continued commitment. For the first time in Singapore, cardmembers are able to earn 10 times the rewards points on shopping worldwide, all year long."

“This year, we have continually enhanced our rewards platform to give our cardmembers an unrivalled experience and even more reason to use our cards. In today’s highly competitive market, our ability to give cardmembers enhanced value continues to be a key differentiator. Our new Citibank Rewards Card is the latest reinforcement of this,” added Mr. Han.

In celebration of the launch of the Citibank Rewards Card, the bank is organising a photo contest on its Facebook page. The “Citibank \$2 million Citi\$ Rewards Facebook Campaign” gives participants the opportunity to win up to two million Citi Dollars and instantly experience the power and freedom of rewards redemption on the card.

“Through the competition on Citibank’s Facebook page, we want participants to experience the convenience and extensive range of rewards redemption that the Citibank Rewards Card offers. It is our way of thanking our cardmembers for their commitment to Citibank, as well as to reach out and extend Citibank’s most rewarding card experience to others,” said Mr. Han.

The five-week competition starts on 20 November and is open to everyone, including Citibank credit cardmembers and members of the public. All participants need to do is take a picture of Citibank branding anywhere in Singapore and post it on the Citibank Singapore Facebook page. There will be a lucky draw of the submissions every week, where two winners will walk away with 100,000 Citi Dollars each – enough to redeem for a roundtrip ticket to Tokyo. Winners who are Citibank Rewards Cardmembers will receive double the amount – 200,000 Citi Dollars. The competition closes on 3 January 2011.

As part of the competition, the Citi Dollars received by the 10 winners will be credited to a Citibank Rewards Card or on cardmembers’ existing Citibank Platinum Card, Citibank Gold Card, Citibank Silver Card or Citibank Clear Platinum Card. These Citi Dollars can be used in exactly the same way as regular Citi Dollars and can be redeemed for absolutely anything they desire. Those with other Citibank credit cards will be able to redeem the Citi Dollars directly from the online Citi Rewards Catalogue.

## About the Citibank Rewards Card

### Cardmembers earn the most rewards fastest on shopping:

- Earn Citi Dollars Rewards Points on **all spend** (Citi\$):
  - o S\$1 spent on anything anywhere = Citi\$1
  - o S\$1 spent on the card = Citi\$10 all year long for shopping at **any** shoes, bags, clothing or department store **WORLDWIDE**
  - o The 10 times rewards points earned on shopping is not restricted to specific fashion merchants or promotion period. There is also no cap of the amount of rewards you can earn.

## Flexibility and freedom of rewards redemption

- Freedom to decide on what and how they redeem their rewards points:
  - i. Accumulate reward points to **redeem for absolutely anything**. For example, cardmembers can use their Citidollars to offset the purchase price of anything they buy, anytime and anywhere. Simply make the purchase and send an SMS to Citibank to offset the price with Citi Dollars.
  - ii. **Instant Citi Rewards**: Cardmembers can **instantly redeem the rewards** at more than 100 merchants island-wide. These include:
    - o Major cinemas – Eng Wah, Cathay and Shaw;
    - o Numerous retail outlets and brands at Paragon, TANGS and OG;
    - o Household and electronic giants such as Harvey Norman and Best Denki.
  - iii. Cardmembers can choose to redeem their rewards from a selection of 250 options in the online Citi Rewards Catalogue, which offers the widest range of reward options in the country.
- Rewards are **valid for 5-yrs**
- **No limit** on rewards earned
  - o With no cap on the reward points earned, the more cardmembers spend, the more they earn!

## CitiRebates

- Earn up **to 10% Citi Rebate** on your daily shopping at over **500 locations islandwide** (groceries, pharmacies, everyday dining and more).

## Other benefits

- **Bonus Rebate:**
  - o Earn **6% rebate at TANGS** (in addition to 10 times rewards for shopping)
  - o Earn **5% rebate for fuel** at Exxon Mobil stations (in addition to site discount)
- **Unrivalled dining privileges - Gourmet Pleasures credit card dining privileges programme**
  - o **Guarantees the best dining deals at more than 1,000 locations islandwide** – the widest selection in the country
- **Travel:**
  - o Citibank World Privileges, where cardmembers stand to enjoy the exact same exclusive benefits as local cardmembers anywhere in the world.

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**Citi**

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