



**Citibank Europe plc,  
organizační složka  
25<sup>th</sup> April, 2013**

### **Citibank to launch a TV campaign in May**

PRAGUE – Citibank Europe plc will have its own TV spots sponsoring selected Czech Television shows as of May 1<sup>st</sup>, 2013. The campaign, prepared in cooperation with Publicis agency, will promote the Citi Life credit card. Two 10” versions of TV spot will be broadcasted during May before Evening and Sport News, and shows called Rub a líc and 168 hodin (News of the Week).

*“Citibank normally uses other forms of marketing support of its products and services, such as advertisements placed on public transport vehicles,”* said Andrea Klímová, Marketing Communication Manager. She adds: *“After a long time this campaign brings Citibank in the Czech Republic back on TV and we believe that it will contribute to increased visibility of both the Citi Life credit card as well as Citibank brand.”*

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#### **Citi**

Citi, the leading global bank, has approximately 200 million customer accounts and does business in more than 160 countries and jurisdictions. Citi provides consumers, corporations, governments and institutions with a broad range of financial products and services, including consumer banking and credit, corporate and investment banking, securities brokerage, transaction services, and wealth management.

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Citibank Europe plc, a company established and existing under Irish law, having its registered office at Dublin, North Wall Quay 1, Ireland, incorporated in the Register of Companies in the Republic of Ireland under number 132781, conducting its business in the Czech Republic through Citibank Europe plc, organizační složka, having its registered office at Prague 5, Bucharova 2641/14, Postal Code 158 02, Reg. No. 28198131, registered in the Commercial Register with the Municipal Court in Prague, Section A, Insert 59288, is an affiliate of Citigroup Inc.

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