



CitiFinancial becomes the official partner of Steaua

Steaua's T-shirts to be CitiFinancial branded at the Wednesday, September 19, game with Slavia Praga

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CitiFinancial, the consumer finance division of Citibank Romania SA, signed a 3-year contract with FC Steaua Bucuresti, becoming the club's official partner. The contract stipulates EUR 1.3 million amount for the first year, and the fact that the sum will be renegotiated at the end of each year.

CitiFinancial's name will first appear on the front of Steaua's T-shirts at the Champions League game with Slavia, to be held in Prague, on Wednesday, September 19.

„CitiFinancial is pleased with this opportunity to partner up with Steaua and, at the same time, to endorse the further development of the football talent. Steaua is an important presence in our lives, and this partnership represents a new confirmation of our commitment to support the communities where we live and work”, says John Hays, CitiFinancial Country Business Manager. “Moreover, the two teams - Steaua and CitiFinancial – share strong values such as a success tradition and a commitment to always deliver performance, which we wish to promote together in ever greater ways”, adds John Hays.

“The association between Steaua Club and CitiFinancial, as the official partner, is a natural thing, a consequence of the performances reached by both parties, each in its activity field. I believe this is a natural partnership, which is beneficial to both parties”, says Valeriu Argaseala, president of FC Steaua Bucuresti Council of Administration.

The partnership gives CitiFinancial the opportunity to use its brand on the tickets, the official Steaua T-shirts, on the training and travel clothes of the players, on the club's bus, on the stadium billboards, on the Steaua's official magazine and website, etc.

Notes to the editors:

Citi in Romania

Citi is represented in Romania by Citibank Romania S.A. since 1996 and provides high-quality financial services and products to national and multinational companies, small and medium companies, public sector, non-for-profit organizations and individuals. Citibank Romania S.A. has 8 corporate banking branches and 31 CitiFinancial branches, dedicated to individual clients. CitiFinancial is also serving its customers through 35 direct sales centers located in Romania's main cities with approximately 500 direct sales agents. Citi the leading global financial services company has some 200 million customer accounts and does business in more than 100 countries, providing 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, and wealth management. Additional information may be found at www.citigroup.com or www.citi.com

FC Steaua

Since 1947, the year of its foundation and up to the present, FC Steaua Bucuresti is a synonym for performance, winning the most trophies in Romanian football. The landmark of local football has won the most national titles (23), the most Romanian Cups (20) and also the most Romanian Super Cups (5). Moreover, in international competitions, Steaua Bucuresti has won the European Champions Cup in 1986, after defeating FC Barcelona and being, at that time, the first team in Eastern Europe to achieve such a resounding performance. Also, Steaua Bucuresti holds the European Super Cup, won in February 1987, after defeating Dynamo Kiev 1-0. The scorer of that goal was Gheorghe Hagi, the present head coach of Steaua. Further, the best team in Romania is the sole representative of local football to have qualified in the UEFA Champions League group stage until now.