

**Citi Creates Citi On Campus App for iPhone, to Stand Out in Competitive World of On-Campus Recruiting**  
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Citigroup today announced a new tool to help students at select universities participate in its campus recruiting process. The *Citi® On Campus App* for iPhone digitally connects students with Citi's campus recruiting activities.

"Citi is intensely focused on building a diverse and inclusive workforce which begins with identifying talent from the world's top universities," said Eileen Stephan, Managing Director and Head of Campus Recruiting for Citi. "Our recruiting team challenged Citi's technology team to take us beyond traditional methods of poster boards and handouts, and use students' preferred channels to drive visibility and make events easier to find and attend at targeted campuses in North America and eventually around the world. In one month, our technology team created an App for iPhone that differentiates Citi and proves we're committed to attracting, retaining and developing the best people."

The *Citi On Campus App* allows students at targeted schools to:

- See a list of nearby schools hosting Citi recruiting events (automatically, using iPhone GPS features)
- Add Citi recruiting events to their favorites and directly to their calendars
- Follow Citi's Twitter account for up-to-the-minute information about the company
- Share Citi events with friends and colleagues through LinkedIn™ networking services and e-mail
- Get directions to events
- See what it's really like to work at Citi through "day-in-the-life" videos

"One of Citi's primary goals is to be the most client-centric and innovative company in our industry and the number one digital financial services company in the world," said Don Callahan, Citi's Chief Administrative Officer and Operations & Technology Officer. "This app, which we believe is the first of its kind, demonstrates the ingenuity of our tech team in seeing a need and finding a new way to meet it."

The application currently has information on 156 recruiting events at 72 unique schools in North America. Over the next few months, Citi plans to add information on events taking place at targeted campuses around the world. (Students interested in positions at Citi also can visit [www.oncampus.citi.com](http://www.oncampus.citi.com) for information about Citi's global programs.)

The *Citi On Campus App* is available for free from the App Store on iPhone and iPod touch or at <http://itunes.apple.com/us/app/citi-on-campus/id458626444?mt=8&ls=1>.

### **About Citi**

Citi, the leading global financial services company, 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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1.2

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