



PUBLICIS GROUPE



PRESS RELEASE

For Immediate Release
Citigroup Inc. (NYSE: C)
Publicis Groupe (NYSE: PUB, Euronext: PUB)
April 30, 2007

**Citi and Publicis Groupe Announce
Global Advertising and Marketing Assignment**

Publicis to Produce Citi's Brand Identity and Consumer Campaigns

Paris and New York – Citi and Publicis Groupe today announced Publicis has been selected to manage Citi's global corporate brand identity and Global Consumer Group (GCG) advertising campaigns. In order to provide Citi with superior expertise across a spectrum of disciplines, Publicis will draw upon resources from a variety of its global operations and agencies.

"As we considered how best to support our marketing initiatives, beginning with our corporate brand identity campaign, we looked for a company with extraordinary domestic and international capabilities," said Lisa Caputo, Chief Marketing and Community Relations Officer, GCG. *"We have been impressed by Publicis' ability to customize and execute advertising programs across diverse geographies and cultures. Over the past seven years we have enjoyed many successes working with Fallon, a Publicis Groupe company, on our consumer advertising campaigns, and Fallon will continue to provide support in select international markets. Publicis will help propel our Citi brand identity messaging and deliver strategic advertising support for our outstanding array of financial products and services."*

Citi will introduce a new corporate brand identity advertising campaign, developed by the Publicis team, in May of this year. Eventually the themes from that campaign will be integrated into Citi's advertising and marketing programs for its Global Consumer Group's products and services.



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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. Citi's major brand names include Citibank, CitiFinancial, Primerica, Citi Smith Barney and Banamex. Additional information may be found at www.citigroup.com or www.citi.com.

Publicis Groupe (Euronext Paris: FR0000130577 and NYSE: PUB) is the world's fourth largest communications group, as well as world's second largest media counsel and buying group. With activities spanning 104 countries on five continents, the Groupe employs approximately 40,000 professionals.

The Groupe's communication activities cover advertising, through three autonomous global advertising networks: Leo Burnett, Publicis, Saatchi & Saatchi, as well as through its two multi-hub networks Fallon Worldwide and 49%-owned Bartle Bogle Hegarty; media consultancy and buying through two worldwide networks ZenithOptimedia and Starcom MediaVest Group; interactive and digital marketing, marketing services and specialized communications including direct marketing, public relations, corporate and financial communications, event communications, multicultural and healthcare communications.

Web sites: www.publicisgroupe.com and www.finance.publicisgroupe.com

Certain statements in this document are "forward-looking statements" within the meaning of the Private Securities Litigation Reform Act. These statements are based on management's current expectations and are subject to uncertainty and changes in circumstances. Actual results may differ materially from those included in these statements due to a variety of factors. More information about these factors is contained in Citigroup's filings with the Securities and Exchange Commission.

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