



For immediate release  
**Citigroup Inc. (NYSE symbol: C)**

## **Financial education targets teenage girls**

**Sydney, 15 February 2007** - As part of a global commitment to financial education, Citigroup Australia today announced its partnership with YWCA NSW and the NSW Premier's Department Office for Women, to deliver a financial education program for teenage girls.

Funded by the US-based Citigroup Foundation, a grant of A\$560,000 will support *Girl\$avvy* - a unique education program that challenges the way teenage girls think about their financial security. This grant brings the Citigroup Foundation's support for Australian financial education over the past four years to \$1.7 million.

*Girl\$avvy* is a series of one-day personal finance workshops that will run over the next two years in New South Wales for up to 5,000 young women aged 15 -17 years. Initiated by the NSW Premier's Department Office for Women in 2002, *Girl\$avvy* introduces students to women from a range of professional and business backgrounds and challenges their beliefs about work and financial independence. The Office for Women will continue its involvement and support for the program.

YWCA NSW Executive Director, Jocelyn Murphy said: "Through YWCA NSW's work with communities it is clear that many young women struggle with the notion of financial independence and some continue to believe that either a parent or a partner will provide for them throughout their lives. *Girl\$avvy* challenges this belief and encourages young women to take responsibility for their economic future."

"This education initiative economically empowers young women to think proactively about lifestyle aspirations, career opportunities and the benefits of good financial planning. Strong female role models are critical to the success of *Girl\$avvy* because they expose students to a broad range of professions and industries they may not have previously considered. Mentors also provide young women with a realistic picture of life beyond school," Ms Murphy said.

Mentors are drawn from a range of professional backgrounds including engineering, policing, law, science, financial services, public relations and small business. Citigroup will commit up to 50 mentors from its Sydney workforce. Mentors lead students through a series of activities that touch on career choices, income, the benefits of good financial planning and entrepreneurial skills.

Citigroup Country Officer Les Matheson said: "Citigroup is committed to supporting personal finance programs that assist young people to make sound financial decisions because we know that education is the key to improving people's relationship with money."

"Citigroup is excited to be involved with this program. Within our own workforce we have implemented a number of mentoring, professional development and recruitment initiatives to improve recruitment and retention of female employees in the financial services industry. *Girl\$avvy* is an extension of our focus on workplace diversity because it encourages young women to consider a range of occupations including non-traditional career paths," Mr Matheson said.

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Citigroup (NYSE: C), 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. Major brand names under Citigroup's trademark red umbrella include Citibank, CitiFinancial, Primerica, Smith Barney and Banamex. Additional information may be found at [www.citigroup.com.au](http://www.citigroup.com.au)

Based on the belief that knowledge is your greatest asset<sup>SM</sup>, the Citigroup Financial Education Program is a global, company-wide effort to identify, support and implement initiatives that help give individuals, families and communities the tools needed to make sound financial decisions. Citigroup's 10-year, \$200 million global commitment is focused in three areas: Personal, Small Business and Institutional Financial Education.

**YWCA NSW** provides a broad range community programs and services to create better lives for women, families and young people. Programs are guided by the philosophy of empowering people in disadvantaged and difficult situations to become independent and reach their full potential. YWCA NSW is licensed to deliver *Girl\$avvy* through Independent Means Inc, a leading provider of financial education programs and products in the US.

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