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## Announcement

[Related Chuck Prince Speech](#)

October 3, 2007  
 To: All Employees  
 From: Global Consumer Group Communications


### Philadelphia: A One Citi Success Story

Clearly demonstrating the promise of Citi's brand, Chuck Prince on Tuesday barnstormed through Philadelphia, opening a Citibank Financial Center, meeting with local business and community leaders, and leading a spirited rally with hundreds of Citi clients.


The visit by Citi's Chairman and CEO showcased the firm's commitment to Philadelphia, a key market, and highlighted an important Citi strategy – to better leverage all of Citi's resources on behalf of clients. In Philadelphia and Boston, Citi is intensely focused on working across all businesses to better serve clients, regardless of what door they come through. Citi recently appointed Bill Brown as its Marketplace Leader in Philadelphia and Anne Greenwood in Boston to ensure that we execute on this important effort.

In Philadelphia, Prince's visit provided vital support and publicity to Citi's efforts. At a lunch at the Union League, [Prince addressed 50 leaders of Philadelphia](#), discussing Citi's ambitious growth plans in the market and the unique advantages that the company can provide to the city's consumers and businesses. Chuck's remarks focused on the emerging trends in banking around the world, including the burgeoning middle-class, expansion of wealth, and changing family dynamics, such as marriage later in life and longer life spans. He noted that Citi, with its global reach and expertise in delivering innovative financial solutions, is uniquely positioned to capitalize on these trends.


"Citi is committed to meeting the wide variety of consumer needs throughout the world, and this commitment spans from Pakistan to right here in Philadelphia," Prince said. "I am excited about our future, and I am excited that Philadelphia is going to be an important part of our future growth."



**Prince addresses 50 leaders of Philadelphia at the event held at the Union League Club. Click on the image above to view the video of Prince's speech.**



**Chairman and CEO Chuck Prince joins Financial Center Manager Judith Exantus in officially opening Philadelphia's 18th & Market Citibank.**



**On behalf of Citibank, Chairman and CEO Chuck Prince presented a \$25,000 check to**