

**For Immediate Release**

**Citigroup Inc. (NYSE: C)**

08 **October 2012**

**Citi Foundation Renews Support to AMIDEAST for the Implementation of Arab Women’s Entrepreneurship Project**

**Washington, DC/Dubai, UAE— AMIDEAST and Citi Foundation announced today the launch of the second phase of the Arab Women’s Entrepreneurship Project (AWEP) designed to empower women entrepreneurs across the MENA region, and provide them with the necessary tools for success and sustainability, hence** integrating them into the global economy.

**The project, which commenced in 2011 as a joint program between AMIDEAST and Citi, will be implemented in Morocco, Lebanon, Egypt and Jordan during this second year. It is expected to benefit 80 women entrepreneurs from underserved backgrounds, at the rate of 20 per country.**

**This comes on the heels of the first-year project, which helped train women entrepreneurs in the UAE, Kuwait, Lebanon and Morocco. Trainees benefited from an intensive three-week training on** basic business accounting, professional development, customer support, and the use of technology for business growth, followed by a period of mentoring during which they made headway in starting or growing their businesses.

AMIDEAST President and CEO Theodore H. Kattouf welcomed Citi Foundation’s renewed commitment. “AMIDEAST is pleased to continue its partnership with Citi Foundation to offer a valuable training opportunity for women in Lebanon, Morocco, Jordan and Egypt. It is gratifying to see that we can make such a tangible impact in the lives of these women, helping them to realize their economic potential through entrepreneurship and benefit not just themselves, but their families and societies as well,” said Mr. Kattouf.

Atiq Ur Rehman, Citi’s Chief Executive Officer for the Middle East Division, said: “**AWEP** supports **entrepreneurs** across the Middle East and North Africa in partnership with experienced NGOs such as AMIDEAST. This and other initiatives demonstrate our commitment to the region where we have maintained presence for more than half-a-century.”

Citi has been in the Arab world for nearly 50 years and continues to view the region as critical to its global franchise. It is currently present in ten Arab countries including Kuwait, UAE, Qatar, Bahrain, Lebanon, Egypt, Jordan, Tunisia, Morocco and Algeria.

An American nonprofit organization with over 20 offices in the Middle East and North Africa, AMIDEAST works to expand educational opportunities and quality, strengthen the capacity of local institutions, and assist individuals to develop language and business skills necessary for success in the global economy.

###

**About AMIDEAST**

Founded in 1951, AMIDEAST ([www.amideast.org](http://www.amideast.org)) is an American nonprofit organization engaged in international education, training, and development assistance. With over 20 field and project offices in the Middle East and North Africa and more than 650 dedicated professional staff, AMIDEAST provides programs and services to improve educational opportunity and quality, strengthen local institutions, and develop language and professional skills for success in the global economy. AMIDEAST offices are located in Egypt, Iraq, Jordan, Kuwait, Lebanon, Morocco, Oman, Saudi Arabia, Tunisia, UAE, West Bank/Gaza, and Yemen.

Additional information can be found at [www.amideast.org](http://www.amideast.org). | Twitter: @AMIDEASThq and @AMIDEASTuae | Facebook: [www.facebook.com/amideast](http://www.facebook.com/amideast) | Youtube: [www.youtube.com/user/AMIDEASThq](http://www.youtube.com/user/AMIDEASThq) | LinkedIn: [www.linkedin.com/company/amideast](http://www.linkedin.com/company/amideast)

**About Citi**

Citi, the leading global bank, 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.

Additional information may be found at [www.citigroup.com](http://www.citigroup.com) | Twitter: @Citi | YouTube: [www.youtube.com/citi](http://www.youtube.com/citi) | Blog: <http://new.citi.com> | Facebook: [www.facebook.com/citi](http://www.facebook.com/citi) | LinkedIn: [www.linkedin.com/company/citi](http://www.linkedin.com/company/citi)

**About Citi Foundation**

The Citi Foundation is committed to the economic empowerment of individuals and families, particularly those in need, in the communities where we work so that they can improve their standard of living. Globally, the Citi Foundation targets its strategic giving on its priority focus areas: Microfinance and Microenterprise, Small and Growing Businesses, Education, and Financial Education and Asset Building. The Citi Foundation works with its partners in Microfinance and Microenterprise and Small and Growing Businesses to support environmental programs and innovations. Additional information can be found at [www.citifoundation.com](http://www.citifoundation.com)

**Media Contacts:**

**Citi**: Karim Seifeddine +971 4 5099707 karim.seifeddine@citi.com

**AMIDEAST**: Betsy Laun Maalouf +202 776 9612 bmaalouf@amideast.org