

# Qzaki

## Citigroup to Launch New Logo and Brand Campaign

Pasadena, CA – March 31, 2008 – Qzaki has obtained an exclusive preview of the new Citigroup (NYSE: C) logo. Along with the refurbished logo, Citigroup plans an aggressive re-branding campaign. The new ad campaign will feature a variety of extreme sports stars including a world champion snowboarder, big wave surfer, BASE jumper and cage fighter. After an unexpected delay due to the death of an extreme skier during the filming of a television commercial, Citigroup is set to release the new logo and brand across all business units early next week.



*The new Citi logo (left) captures a sense of adventure, danger and rapid downward velocity suitable for all stakeholders. By eliminating the use of red ink in the logo, Citi hopes to "obviate any stakeholder pain caused by a graphic reminder of massive financial losses."*

No Citigroup executive would speak on the record, but a recently laid off very senior Citigroup marketing manager acknowledged the new branding strategy is a risky move but absolutely necessary. "No one who hasn't been smoking crack would trust their money to Citigroup. Unfortunately most crack addicts are in even worst financial shape than Citigroup." He admitted "the only choice is to try to project confidence and control while acknowledging the risk of catastrophe."

###

