



**AIB wins prestigious "Easy Click" Award for Website of the Year
31st October 2003**

On Thursday 30 October, AIB won the prestigious "Easy Click" award for its website, www.aib.ie, at the Excelsior Service Excellence awards ceremony which was held in Dublin.

The Excelsior Awards and Conference aims to recognise organisations and professionals who excel in dedication to their customers. The "Easy Click" award is for companies who provide an easy-to-navigate website, as well as a high level of customer support and feedback channels.

The judges wrote: "AIB Internet Banking – www.aib.ie is the winner because of the sites' sheer depth of online services. AIB's site far exceeds other web sites, it is easy to navigate and its support, content and feedback channels are second to none. Customers can access services instantly. This really is a quantum leap from the old rules of banking. The site www.aib.ie hasn't just conformed to industry standards it has exceeded them and is a model to other banking sites. AIB's investment into the development of this site is completely evident."

Sean O'Connor, Senior Manager, at eBusiness & Payments, AIB Bank, said: "We are thrilled to win this award. Our aim is to deliver and exceed our customers' expectations. This award is strong recognition of that – especially given the stiff competition from across a range of industries."

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