



**AIB launches Affinity Visa Card with Dublin Institute of Technology  
6th October 2003**

AIB today (Monday 6 October) launched an Affinity Visa Card in conjunction with Dublin Institute of Technology (DIT).

The DIT Visa Card offers a reduced APR of 16.9%, an introductory balance transfer rate of 0% for six months, no annual bank fee, up to 56 days interest free credit, €63,487 free personal accident insurance, cash advance facility and 24 hour 7 days a week customer service.

Speaking at the launch of the DIT Affinity Visa Card, John Hickey, General Manager, AIB Retail Banking said "AIB has undertaken to make a contribution of €12.70 for every account opened and in addition, a percentage of the annual spend on the card will be donated to the Dublin Institute of Technology. This initiative will enable graduates to build a strong link with their Alma Mater and AIB will actively promote the new services to all graduates of DIT."

Professor Brian Norton, President of DIT, said he believed the Affinity Card will provide a very valuable link between the Institute and its 45,000+ alumni. "DIT is strongly committed to lifelong learning and we want to encourage our graduates to continue to think in terms of updating and adding to their skills through our part-time programmes, our continuing professional training, or by returning to full-time post-graduate study. We are immensely proud of the contribution they make in every strand of Irish life and in many countries around the world, and we greatly value their input into our Careers Service and their professional interaction with Research and Enterprise at DIT."

An Taoiseach Bertie Ahern TD – himself an alumnus of the DIT - launched the card today at DIT Cathal Brugha Street.

**- Ends -**

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