



Top-Up your text life with AIB

8th December 2003

AIB today announced the launch of Ireland's first text-based top-up service for mobile phone users. This innovative service is the first of its kind in Ireland or the UK and allows AIB customers to top-up either their own or other prepaid mobile phones directly from their bank account.

The AIB Text Top-Up service operates through AIB's 24Hour Banking facility, and will be accessible to all internet banking customers. To avail of the new service, customers simply register their mobile phone details at www.24hour-online.ie, selecting the text top-up menu option.

Speaking at the launch, Mr Billy Andrews, General Manager, AIB eBusiness & Payments said, "AIB customers can already top-up their phones via ATM, internet or phone banking and the added facility of text top-up enhances the bank's service and provides customers with extra choice".

Text messages relating to the AIB Text Top-Up service are free using free-text 50131, and consequently customers can top-up their phone even if their phone credit is zero. The service is available on all mobile telephone networks in the Republic of Ireland and also operates while customers are roaming abroad

For further information on how to use the service, please go to; www.aib.ie/texttopup

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