



Allied Irish Bank (GB) Gears Up

21st May 2003

Allied Irish Bank (GB) announced today it has launched a major drive to attract UK business customers. The announcement coincides with a business branch expansion programme, and the launch of a new tagline '**Our business is business banking**'.

The Bank currently has 40 offices throughout Britain, with recent openings in Guildford, Chelmsford, Milton Keynes, Reading and Bromley. New branches will be announced shortly as part of the drive to dramatically increase the Bank's footprint in Britain and double turnover within three years.

The Bank's new total business focus recognises that in banking "you can't be all things to all men," and that growing businesses deserve fully dedicated services and a professional environment in which to bank.

Allied Irish Bank (GB)'s Chief Executive, Aidan McKeon, said: "Having won the UK's best business bank award on each occasion in the last ten years*, we've proven that we have the best offering for business and are a real alternative to the traditional British banks.

"We firmly believe we have what every other UK bank would love to claim: experienced, dedicated and insightful bank managers who have the authority to make immediate decisions on behalf of their business customers; direct dial access to bank managers, customers even have their out of office numbers if needed, and staff who really understand the specific needs of our business customers and their industries.

"Allied Irish is different because we offer the right balance of old fashioned banking, which is what our customers value most, and modern electronic banking channels."

"Business customers also need experienced staff with the right knowledge to manage through the good times and also when economic conditions get tough. Our managers invest time in getting to know their customers and are viewed as the third business advisor, alongside their solicitor and accountant," he concluded.

Allied Irish Bank (GB) offers business banking services for growing businesses, general finance and day-to-day banking services. Allied Irish operates in a range of sectors and has particular expertise in working with the professional and not-for-profit sectors.

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Notes to editors

About Allied Irish Bank (GB)

Allied Irish Bank (GB) is a trade mark used under licence by AIB Group (UK) plc, a wholly owned subsidiary of Allied Irish Banks plc.

***Allied Irish Bank (GB) has five times been voted "Best Business Bank" - 2002, 2000, 1998, 1996 and 1994 by the Forum of Private Business.** This biennial survey looks at the relationship between businesses and their banks, in particular the quality of their people and their operational efficiency. The survey clearly demonstrates that successful businesses need a good bank and a good manager. Allied Irish Bank (GB) has proved best in a wide range of categories.