



Allied Irish Bank (GB)'s Sponsorship With The Royal Albert Hall Marks Strategic Business Focus

5th November 2003

Allied Irish Bank (GB), last night hosted a special reception for 250 people from leading SME businesses at the Royal Albert Hall as part of their sponsorship of the Gala Concert, 'Fanfare for the Future'. The sponsorship is symbolic of the business banking sector specialism that Allied Irish Bank (GB) is strategically focusing on in Britain.

With recently announced plans to expand its British operations and increase business by 50% in the next 3 years, Allied Irish Bank (GB) has set out its aims to achieve this in core competence areas such as the charity and public sector where it now holds significant market share.

The concert funded the finishing touches of the Royal Albert Hall's multi-million pound refurbishment, which is one of the first stages in its innovative plans to ensure that the Royal Albert Hall remains a legacy for future generations. As official bank to the Royal Albert Hall, Allied Irish Bank (GB) is an integral part of these plans.

Aidan McKeon, managing director at Allied Irish Bank (GB), comments, "An integral part of our approach is to provide ongoing support and advice in order to foster close working relationships. Our emphasis of bringing together past traditions with today's thinking, to successfully meet the challenges of the 21st Century, is also very much in line with the strategic aims of the Royal Albert Hall and we look forward to continuing our partnership with them."

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David Elliot, chief executive of the Royal Albert Hall, comments, "In selecting Allied Irish Bank (GB) as official bank to the Royal Albert Hall, we are able to tap into the tremendous knowledge and advice they bring to this sector. We extend our thanks to Allied Irish Bank (GB) for their generous support on our key fund-raising initiative."

- ENDS -

Notes to editors

Photography and further information

For further information and photography of Aidan McKeon, managing director of Allied Irish Bank and David Elliot, chief executive officer of the Royal Albert Hall, please contact:

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About Allied Irish Bank (GB)

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

*It has five times been voted "Best Business Bank" - 1994, 1996, 1998, 2000, 2002 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 number of categories.