



**AIB launches new curved student credit card
5th April 2004**

AIB today announced the launch of its new mc2 Student MasterCard, the first credit card in Ireland with a curve on its lower right hand corner and the only change to credit card shape in Ireland over 30 years. The eye-catching, translucent plastic card with its revolutionary new shape is only the second card of its kind to be launched in Europe and the only card of its type in Ireland. mc2 is available exclusively from AIB in association with MasterCard. The card offers a market-leading rate of 9.9% APR fixed for 12 months.

Mr Michael McCarthy, Head of AIB Card Issuing explains: "Our research shows that students are influenced by design and, in common with other customers, like to have products tailored to their needs. Our credit card provides an element of security and convenience for students and now comes in an innovative new design to complement student lifestyles. Not only is the shape fresh and new but the AIB mc2 card is one of the most competitively priced in the market today. The AIB Student MasterCard was one of the first student credit cards introduced into the Irish market in 2001."

The new style AIB Student MasterCard is available to full time third level students over 18 years of age from the 19th of April 2004. Features of the card include a €600 credit limit, a 9.9% purchase APR fixed for 12 months, no annual fee, a cash withdrawal facility, direct debit options and up to 56 days interest free credit on purchases. Full details are available on www.aib.ie/mc2

Linda Reid, account director, MasterCard comments: "The eye catching design of the mc2 card has already proved to be a big success in the UK, Latin America and Asia/Pacific and we are confident that it will be just as successful with young people here."

The new mc2 shape has been introduced by MasterCard in Brazil, Mexico, Taiwan and recently in the UK and is part of the worldwide evolution of credit cards.

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