



**AIB announces 9.9% APR on new credit cards  
15th March 2004**

In a move designed to attract new cardholders, AIB has announced a very attractive introductory APR offer on its credit cards. Fixed at 9.9% for the first twelve months of the account being opened, the offer is available to new cardholders until 31st August 2004. New cardholders transferring balances from another service provider can also benefit from a 0% APR for six months.

The offer will apply to AIB's Standard, Gold and Student credit cards.

"We are constantly reviewing our product offerings. As you know the market is highly competitive and this level of competition is continuing. We believe that our new offer will prove to be highly attractive," said Michael McCarthy, Head of AIB Card Services.

The offer is just one of a number of credit card initiatives AIB is planning to undertake in 2004. The Bank is also considering a move to 'Performance Based Pricing' on its credit card portfolio. This form of pricing is a feature of the UK market where customers move to a lower or higher APR based on the way in which they manage their account. AIB will be reissuing all cardholders with more secure Chip enabled cards during the second half of 2004, as it steps up the fight against fraud.

**APRs on AIB's credit cards currently range from 9.9% to 18.9%**

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