



AIB Launches Affinity Visa Card with Dublin City University 4th March 2004

AIB today launched an Affinity Visa Card in conjunction with Dublin City University (DCU). The DCU Visa Card offers a reduced APR of 16.9% and also offers an introductory balance transfer rate of 0% for six months, no annual bank fee, up to 56 days interest free credit, €63,487 free personal accident insurance, cash advance facility and 24 hour 7 days a week customer service. Speaking at the launch of the DCU Affinity Visa Card, Donal Forde, Managing Director, AIB Bank (RoI) said "AIB has undertaken to make a contribution of €12.70 to Dublin City University for every account opened and a percentage of the annual spend on the card will also be donated. This initiative will enable graduates to build a strong link with their Alma Mater and AIB will actively promote the new services to all graduates of DCU."

The objective of this exclusive offer is to provide additional benefits to students and graduates such as academic scholarships, sports scholarships and on-campus facilities.

"The DCU Affinity Credit Card has the potential to raise significant sums of money which will be used to provide scholarships and student services. It will help the University to maintain and increase levels of excellence and provide an environment that is both conducive to learning and student life," said Professor Ferdinand von Prondzynski, president of DCU.

ENDS

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Note to Editors:

About DCU

Dublin City University is the youngest of the Irish universities. It specialises in a range of modern disciplines, which include computing and engineering; business; contemporary humanities; and science and health.

The 85 acre campus contains over 1,000 student residences, The Helix and will soon open a 25 metre swimming pool beside the sports complex. Almost 60 per cent of the capital structure on campus was funded by private donations.

There are 22,805 graduates of DCU and most graduates are under the age of 40. The University has 10,106 students of whom 7,815 are undergraduate students and 2,291 are postgraduate students.