



New AIB John Rocha Platinum Credit Card to give cash back on purchases

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AIB has today launched the AIB Platinum Credit Card, specially designed by leading designer John Rocha. The AIB Platinum Card is distinctive and instantly recognisable as a John Rocha creation and is unique as it rewards customers with cash back on purchases

At 10.5% variable, the AIB Platinum Card has one of the lowest APR's in the Irish Market. There is an introductory offer of 0.5% cashback on all purchases for the first 12 months on amounts spent after the first €5,000 (maximum of €50,000). The cashback awards are calculated and credited to the customer's account on a monthly basis.

Michael Mc Carthy, AIB's Head of Card Issuing, says: "This card is unique. The more a customer uses the card, the more money it puts back into their pocket. Whether you pay for petrol, entertain friends on a night out, or simply pay utility bills, this card will reward you for using your Platinum Card."

To complement AIB's existing suite of personal cards, the unique Platinum Credit Card by John Rocha is tailored for customers who earn in excess of €50,000 gross and require a minimum credit limit of €15,000.

On the design of the card John Rocha says: "Purity. This was the core theme that I sought to bring to the design of the new AIB Platinum Card. Because I felt that this card should be a clean, clear reflection of who you are and how you live your life."

For further information please contact: Paul White, White & Associates, 01 269 7736 or 087 2429000

Notes to Editor - Card Facts & Features

Exclusive Cash Back Awards

0.5% Cash Back on your purchases for the first 12 months on spends of over €5,000 (maximum of €50,000). The cashback awards are calculated on a monthly basis and credited to the cardholder's account monthly.

Low APR – 10.5% (variable)

At 10.5%, the AIB Platinum Card has one of the lowest APRs on the Irish market and up to 56 days' interest free credit.

0% APR balance Transfer

AIB is also offering a special balance transfer APR of 0% on balances transferred from non AIB Credit Cards, or store cards. The APR is fixed for six months.

Free Personal Accident Travel Insurance

When the card is used to book travel, the new Platinum Card offers cardholders and their immediate family free personal accident travel insurance of up to €190,000.

Travelex Latitude Recovery

Cardholders can avail of an elaborate travel assistance package, Travelex Latitude Recovery. This gives the cardholder emergency assistance 24 hours a day, 365 days a year.

This card is available to existing and potential customers who earn at least €50,000