



**AIB launches new ad campaign  
9th October 2007**

AIB has launched its new Brand Advertising campaign which went live on TV screens on Friday 5th October 2007. The campaign features AIB customers relating their personal accounts of how AIB has helped them succeed in various ways.

In the first of the two ads, Dermot Cantillon tells the story of how he became a successful horse breeder with the help of an AIB loan from the Naas branch. In the second Peter Halpin, an actor, tells how AIB in Limerick helped him to buy his first home.

Brenda Moriarty, Head of Brand Management, AIB said: "Our advertising strategy has always focussed on our customers and how our various products and services can help them to progress and to succeed at every stage of their lives. The new ad campaign actually shows some of these customers telling their stories in an authentic and engaging way".

Creatively led by Rothco - AIB's newly appointed advertising agency – the new TV campaign will also feature in radio, print, outdoor and Internet versions. Throughout the year, the ads will be refreshed featuring cut-downs of each story which will focus more on the detailed customer offers. Marketing and sales material in branches nationwide will also reflect the new look. Further customer stories will be rolled out during 2008 and beyond.

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