



**AIB to 'Add More Green' with new fund  
4th July 2007**

Following last month's launch of AIB's "Green Line" - a package of initiatives aimed at incentivising and rewarding AIB customers who want to choose greener options for either their cars or homes - AIB has today announced that, for every customer who opts to receive their statements online using the new eStatement service on AIB Internet Banking, the bank will donate €5 to the AIB 'Add More Green' Fund.

The bank is guaranteeing that the fund will generate a minimum of €500,000. Half of this will go to the World Land Trust and the other half to Coillte.

The World Land Trust (details attached) has, to date, helped purchase and protect over 350,000 acres of habitats rich in wildlife in vulnerable areas worldwide. The AIB donation to the Trust will enable it to protect a further 11,024 acres of threatened tropical forest – an area equivalent to 689 Croke Parks.

Sir David Attenborough, Patron of the World Land Trust said:

“The World Land Trust gives absolutely everyone an opportunity to get involved and take personal responsibility for protecting the future of our environment in a really positive way. I welcome AIB’s decision to encourage customers to be more environmentally conscious and we are very pleased to have them as a new supporter of the Trust.”

Coillte (details attached) is a leading forestry and forest products company which manages 445,000 hectares of Ireland’s State owned forests. In 2000 AIB worked with Coillte on the development of the People’s Millennium Forests project, which saw the planting of 1.2m trees across Ireland. This new donation will enable Coillte to enhance Ireland’s native woodlands and manage them for the benefit of people and the environment.

David Gunning, Chief Executive, Coillte said:

“Coillte is delighted to participate in such an all inclusive initiative. Trees are recognised as one of the most essential parts of our environment and the fund will highlight the importance of trees in our everyday life.”

Donal Forde, Managing Director, AIB Bank, Republic of Ireland, said:

“This fund, our recent ‘Green Line’ initiatives and the steps we are taking internally recognise the fact that protecting our environment needs us all to ‘add more green’.

“The research we’ve carried out strongly endorses this view and has given us a very clear message. Not only are people in Ireland keen to do what they can to protect the environment they also think their bank should do the same. 79% said they would like their bank to promote environmentally responsible initiatives.

“We intend to continue to rise to that challenge by constantly finding more ways to incorporate good environmental practice into our core values and the way we do business.”

From 5 July, all AIB customers have to do to opt for online rather than paper statements is to login or register for AIB Internet Banking via [www.aib.ie](http://www.aib.ie). For added security, a code card is required to access this service which may now be ordered online.

**-Ends-**

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#### **PHOTO AVAILABLE**

SIR DAVID ATTENBOROUGH, patron of the World Land Trust & DONAL FORDE, MD, AIB Bank (ROI)

#### **NOTES TO EDITORS:**

##### **World Land Trust**

The World Land Trust is an international conservation charity, established in 1989, based in Suffolk, England. Since its foundation it has been working to preserve the world's most biologically important and threatened lands, and has helped purchase and protect over 350,000 acres of habitats rich in wildlife, in Argentina, Belize, Ecuador, Brazil, Paraguay and the Philippines; and also in the UK. The WLT has a policy of working with local partner organisations and once the land is bought it is vested with the partners. The Trust then works with them to ensure long-term conservation and legal protection for the land. One of its patrons is leading conservationist Sir David Attenborough. Further details at [www.worldlandtrust.org](http://www.worldlandtrust.org)

##### **Coillte**

Coillte was set up in 1989 as a commercially focussed private limited company to manage Ireland's State owned forests. Since then it has developed into a broadly based company operating in forestry and forest products. Further details at [www.coillte.ie](http://www.coillte.ie)

##### **AIB's Environmental Initiatives**

AIB has a comprehensive Corporate Social Responsibility programme which includes reporting on our environmental policies and initiatives, some of which include:

Independent Audit confirmed 70% reduction in waste going to landfill from AIB's Dublin Head Office since recycling initiatives were introduced in 2005.

Energy saving systems, such as low energy lighting, improved insulation and intelligent heating and water use controls are included in branch and building designs.

In 2006, all computer monitors in branches in Ireland and UK were replaced with flat screens (7,500 PCs). These screens consume over 50% less power than the old cathode ray tube monitors and are 98% recyclable.

In 2000 AIB supported the People's Millennium Forests initiative. Over 1.2 million trees were planted, one tree on behalf of every household in Ireland, in 600 hectares throughout Ireland with native Irish broadleaf species such as oak, birch, ash, hazel, and scots pine.

More details can be found at [www.aibgroup.com/environment](http://www.aibgroup.com/environment)

##### **eStatement**

An eStatement is an electronic copy of an account statement which is delivered securely to the customer in PDF format through the AIB Internet Banking service. It is convenient to access and when a customer signs up for the service, it replaces the traditional paper statement. An additional benefit of eStatements for a customer is the ability to maintain up to 2 years statement history online for their bank accounts (from June 15th 2007) or 1 year for Credit Card Accounts (from October 20th 2006).