



**AIB links up with SAGA to launch new affinity card
8th May 2007**

AIB Group has entered into an agreement to promote a new credit card affinity programme with The Saga Group which is the UK's leading provider of products and services specifically designed for people aged 50 and over.

"This programme represents a major step forward for AIB's Card Issuing business in attracting a significant business partner in the UK. We look forward to working with Saga and to further developing this area of our business in the future." said Mick McCarthy, Head of AIB Card Issuing. The new Saga credit card will be offered in partnership with AIB from late 2007.

"The new Saga credit card represents a unique package negotiated by Saga and is aimed to be one of the most attractive credit card products available to individuals over the age of 50 in the UK." said Andrew Goodsell, CEO of Saga Group

Note to editors:

The Saga Group is the UK's leading provider of products and services specifically designed for people aged 50 and over. With over 2 million customers Saga provides insurance, financial services and holidays and publishes the award winning Saga Magazine.

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