



**AIB raises interest on Regular Saver Accounts to a leading rate of 7.10% A.E.R.
14th March 2007**

Today AIB announces an increase in its Regular Saver account to 7.10% A.E.R.* The new rate will be effective from close of business today, Wednesday 14th March 2007. The account is open to regular monthly savings amounts from as little as €10 and up to €300 per month. This rate increase applies to all regular saver accounts both new and existing.

Hugh O'Keeffe, Head of Resources Strategy & Products, AIB Bank ROI, said:

"AIB has consistently led the way in the savings market since SSIA's were introduced in 2001. Our Regular Saver account, introduced in 2006 has proved extremely popular with both new and existing customers. Indeed, we are opening savings accounts at a faster rate than our SSIA's are maturing.

"Our research indicates that customers are looking for the flexibility and value that our AIB Regular Saver account gives them. We remain the market leader in the regular saver space so if you're looking for the best return for regular savings look no further than AIB for a great rate."

* AER is Annual Equivalent Rate

ENDS

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