



**AIB Internet Banking - Ireland's most popular internet banking service celebrates 10 years
19th November 2007**

Launched at a time when Google, eBay and ryanair.com did not yet exist, AIB has led the way in internet banking in Ireland since 21st November 1997. Ten years on, the service has grown and developed dramatically and offers customers a wide range of online banking services.

Currently, half a million customers regularly use the channel, making over 1 million transactions each month and this continues to grow strongly. AIB has continuously enhanced its Internet Banking service with the launch of online international payments, one-off domestic payments and the ability to set up/ amend and cancel standing orders online. All of these services are underpinned by AIB's two-factor Internet Banking security system.

Some facts about the 10 years of AIB Internet Banking since 1997:

- 50 million transactions have been securely processed
- 150 million log ons 1997 - 2007
- 7 million mobile transactions since the mobile top up service began in 2002.

Current facts about AIB Internet Banking:

- Over 4 million log ons every month - that's over 120,000 log ons every day and 83 log ons every minute.
- Over 1 million customer transactions every month

AIB Internet Banking is a multiple award winning site having won the award for "Best Consumer Website" at the Digital Media Awards, and the BT Inspired IT award for Best project team in 2007. To celebrate 10 years of this award-winning service, AIB Internet Banking is running an online competition for its customers. Ten Dell laptops can be won and customers can enter by simply filling in the application form on www.aib.ie.

Billy Andrews, General Manager, AIB said:

"AIB Internet Banking is a real success story. The growth and popularity in internet banking has been phenomenal since 1997. Conceived as a banking service for the future, internet banking has now become a mainstream banking channel that complements our extensive branch, phone and ATM network.

Our research shows record levels of satisfaction for AIB Internet Banking. It offers all of our customers not only a comprehensive self-service banking facility, but more and more the opportunity to buy a wide range of products at a time and location that suits them.

And we're not happy standing still. We have highly ambitious plans for the future and are firmly focussed on remaining Ireland's number one internet bank."

- ENDS-

For further information, please contact:

Ronan Sheridan
Group Press Officer
AIB Group
Bankcentre
Ballsbridge Dublin 4
Tel: (01) 641 4651

Sean Jevens
Head of eChannel Development
AIB Bank
Bankcentre
Ballsbridge, Dublin 4
Tel: (01) 641 1230