



**AIB launches third TV ad featuring its customers
5th March 2008**

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- Eileen O'Keeffe, Theatre Nurse and Olympic Athlete -**

AIB has today launched the third in a series of new TV advertisements. The campaign features real customers relating their personal accounts of how AIB has helped them in their lives.

The new advertisement goes on air Friday 7th March and features AIB customer Eileen O'Keeffe.

Eileen is a theatre nurse from Callan, Co. Kilkenny and will represent Ireland in Hammer Throwing at the 2008 Olympics in Beijing.

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

Commenting on the new ads, Brenda Moriarty, Head of Brand Management, AIB said,

"This advertising campaign is going down really well with our customers. This engaging and authentic approach using customer success stories is recording very high scores in terms of appeal and persuasion in the research evaluation carried out for AIB by RED C Research."

Creatively led by Rothco - the new TV campaign will be supported by radio, print, outdoor and Internet. Throughout the year, the ads will be refreshed featuring cut-downs of each story which will focus more on the detailed customer offers. Further customer stories will be rolled out during 2008 and beyond.

- Ends -

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