



**AIB Launches SSIA Countdown Campaign
26th March 2002**

AIB today launched an SSIA Countdown Campaign to remind customers that the final date for opening an SSIA is fast approaching. The Bank has also announced that, as a result of a technology enhancement, it will now be able to open SSIA accounts right up to the closing date of 30th April 2002.

Commenting on this development at the launch of the campaign, Hugh O'Keeffe, AIB's Marketing Manager, Savings & Investments, said, "It is strongly advisable to open your account as early as possible. However, provided the paperwork is in order, AIB can open accounts at any of our branches up to the official close of the scheme"

Ends

(Note to journalists: attached photographs show Hugh O'Keeffe and Marian Quinlan from AIB's Savings & Investment Centre at the launch of the campaign)

For further information please contact:

Hugh O'Keeffe
Savings and Investments
Personal Banking
Bankcentre
Ballsbridge
Dublin 4
Tel: 01 6413288

Trevor McEvoy
Group Press Officer
AIB Bankcentre
Ballsbridge
Dublin 4
Tel: 01 6414651