



**Allied Irish Bank (GB) Appoints Marketing Head  
20th May 2003**

Allied Irish Bank (GB), voted Britain's best business bank for the fifth consecutive time\*, has appointed Anne Dockery head of marketing in Britain. With 24 years' experience in banking, Anne Dockery will be responsible for the overall marketing strategy in Britain as the bank builds its position as a leading business bank.

The appointment follows the decision to launch a major marketing drive in Britain to communicate to the SME marketplace Allied Irish Bank (GB) bank's business banking proposition.

"My job is simple - to communicate our brand to a wider business audience," said Anne Dockery, Senior Marketing Manager, Allied Irish Bank (GB). "Allied Irish Bank (GB) is different because we offer the right balance of traditional banking, which is what our customers value most, and modern electronic banking for full access to managing their own accounts. Being voted Britain's best business bank since 1994 will help us demonstrate why our approach is the right one for small businesses."

"This is a senior appointment for the bank in one of its most important markets," said Aidan McKeon, Managing Director, AIB Group (UK) plc. It marks another step in Allied Irish Bank (GB)'s mission to be at the forefront of business banking in Britain.

I believe that as competition in Britain's business banking market hots up, we can be seen as a real alternative provider of business banking services."

**-ENDS-**

Notes to editors

About Allied Irish Bank (GB)

Allied Irish Bank (GB) is a trade mark used under licence by AIB Group (UK) plc, a wholly owned subsidiary of Allied Irish Banks plc, which has one of the strongest capital bases of any bank in Britain and Ireland.

\*It has five times been voted "Best Business Bank" - 1994, 1996, 1998, 2000, 2002 by the Forum of Private Business. This biennial survey looks at the relationship between businesses and their banks, in particular the quality of their people and their operational efficiency. The survey clearly demonstrates that successful businesses need a good bank and a good manager. Allied Irish Bank (GB) has proved best in a wide range of categories.