



**AIB launch dedicated website for youth
26th October 2004**

AIB has today launched its latest website for the youth market. Designed to promote financial literacy amongst the youth, www.aib.ie/kids is the final step in a series of dedicated AIB youth sites, which also include www.aib.ie/level2 (for teenagers) and www.aib.ie/students (for third level students). AIB is the first financial institution to take such a 'group' approach to websites for the younger segments of the population.

Developed by AIB, the 'kids' site aims to provide an environment in which children aged between 5 and 10 can learn financial skills in a fun way. Site content includes; games, guides and financial information, which are both informative and interactive.

Speaking about the development, Billy Andrews, Head of eBusiness & Payments, said, "This new website complements our existing AIB youth websites, which together will provide a dynamic and relevant new resource for young people. AIB is the only Irish financial institution to offer greater choice and convenience to young people, while also providing them with information on a variety of relevant topics".

All AIB youth sites are updated regularly with new features, content and functionality. Content, across the site range, is presented in a tiered basis, with the 'kids' site introducing the concepts of money and banking and the 'level2' and 'student' sites building on this knowledge to bring in more relevant banking elements. Information relating to AIB youth initiatives, such as AIB Blastbeat and the Build a Bank Challenge together with a mix of lifestyle and life skill guides is also available.

The site is accessible through www.aib.ie/kids and a direct link is also available from the www.aib.ie/youth homepage.

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