



**AIB's 2007 third-level package  
7th August 2007**

AIB's 2007 third-level package focuses on helping students with living expenses.

- \* FREE Student Travelcard**
- \* €50 cash for account activation**
- \* Interest Free Overdraft up to €1,500 and much more...**

AIB today launched three new incentives to open an AIB Student Plus Account. According to recent research on third level students conducted by Millward Brown, living expenses are students' greatest expense - accounting for 42% of students' income - and leisure interests account for a further 36%. AIB's incentives focused on these needs include:

**FREE Student Travelcard**

First year third level students who open an AIB Student Plus Account will get a voucher for a FREE Student Travelcard (normal price of Card €12). Student Travelcard is the only card that students can use to get up to 30% discount on Irish Rail, Dublin Bus and LUAS tickets.

**€50 Cash into AIB Student Plus Account**

First year third level students who open and use their AIB Student Plus Account can get €50 cash lodged to this account in January 2008. To qualify all they have to do is simply complete 2 Text Top Ups using the AIB Text Top Up Service and complete 15 other transactions (lodgements/withdrawals) on their AIB Student Plus Account by 31st December 2007.

**€1,500 interest free overdraft**

From 22<sup>nd</sup> October 2007 AIB will be introducing our new 'interest free' offer for AIB Student Plus Account holders on authorised overdraft facilities up to €1,500.

Caroline Tully, Youth Segment Manager, AIB said: *"Our new offers are based on what students tell us they want. In starting college life, many students are living away from home for the first time and have to make a wide range of choices in managing their expenses. Students can avail of the combination of Student Travelcard discounts, €50 cash and an interest free overdraft to help reduce these expenses".*

Along with our nation-wide branch network, AIB also has a dedicated Student Centre with a specialised team who are available to handle student queries from 9am to 9pm, Monday to Friday. The Student Centre can take applications for overdrafts, loans and credit cards or give further information on any element of the student package.

Details of the AIB Student Plus Account and other associated products are available at any AIB branch, [www.aib.ie](http://www.aib.ie), or call our Student Centre on 1850 788 336.

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