



**First Trust Bank Launch the new Plus account
3rd May 2007**

First Trust Bank has today announced details of its new Plus account, a new Personal Current Account which will offer customers the opportunity of earning credit interest of 4% on balances up to £1200 as well as the availability of transaction free banking (1).

Customers can apply to open the Plus account by demonstrating that they can lodge £1,200 per month to their account. The Plus account positions First Trust Bank very competitively in the Northern Ireland personal banking market.

The Bank has also confirmed that it will now be offering free standing order and direct debit set up, amendments and cancellations across the Plus account and all its business and personal current accounts from early June. All other fees and charges remain unchanged.

The new Plus account, which will become available to customers in branches from early June, is a direct outcome of the Bank's product portfolio review which began at the beginning of 2006. The review involved detailed customer research and consultation.

Speaking about the new product development, Eileen Sowney, Sales Director, First Trust Bank said: "We are very excited about the new Plus account and firmly believe that, having listened to our customers, we are now in a position to deliver a sustainable, transparent and well balanced product. This not only addresses customer feedback about transaction charges, but goes a long way to rewarding their loyalty through the payment of credit interest. When we add the other key elements that customers want, including a strong branch network and personal customer relationships, we are confident that it will prove very popular with our existing customers as well as many new customers.

-Ends-

Notes to Editor:

(1) Credit interest at a rate of 4% will be payable up to a balance threshold of £1,200 provided that a minimum monthly lodgement of £1200 is made. Transaction Free Banking is subject to customers making a minimum of two automated transactions either through online/phoneline or debit card (point of sale) use within the quarterly charging period or by keeping their account in credit during the quarter period.

For further information, please contact:

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