



## **New home page for AIB award-winning website [www.aib.ie](http://www.aib.ie)**

**1st March 2007**

AIB today unveiled a new home page for [aib.ie](http://aib.ie), its award winning website, designed to facilitate and drive the growing trend towards purchase of banking products online. It will also make it even easier for the bank's rapidly growing numbers of online customers to bank, browse and buy.

This is the first part of a major redesign which will ensure that the site, which hosts Ireland's leading online banking service, is fully equipped to anticipate and meet growing customer numbers for this rapidly growing banking channel.

Last year saw a record 33% increase in the usage of AIB's website with over 40 million visits online. 33 million of these visits were to AIB's internet banking service and 7 million were browsing for general information and purchasing financial services products. With increased broadband penetration likely to fuel even more rapid take up, AIB predicts that this will reach 50 million online visits in 2007.

Buying online is not a new phenomenon and in 2006 13% of all AIB Personal Loans were taken out online. Already there is clear evidence that this is set to accelerate and last week AIB launched AIB Car Insurance online and over 5,000 quotes have been issued to customers, exceeding all expectations. AIB has seen sales of its travel insurance double since focussing it online and expects to sell 90% of travel insurance online in 2007. AIB predicts that within the next three years 25% of all its products will be sold online.

While the AIB online banking service originally attracted predominantly younger customers, its appeal now spans all age ranges. It also attracts all types of customers from sole traders who tend to prefer to do their banking online over the weekend to personal customers who often choose to catch up on their banking affairs first thing on Monday morning.

In addition to giving customers the convenience of banking when they choose, it also gives them the comfort of a second level of security. In order to carry out banking transactions customers not only use their registration number and personal access code they can avail of a Code Card which has a unique list of 100 code numbers to protect online transactions. Introduced in September 2006, AIB has issued 240,000 code cards.

Sean O'Connor, Head of Online Retailing at AIB, said: "We see this as a key trend for the future and we intend to be at the forefront. The new home page is just the first step which will bring our offering to a new level providing our customers with the most innovative secure and accessible online banking service."

**[www.aib.ie](http://www.aib.ie)**

**ENDS**

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**NOTES TO EDITORS**

AIB is the winner of the following awards:

Best Consumer Website -Digital Media Awards 2007

Best Financial Website - Golden Spider Awards 2006

Web Accessibility

We have followed the Web Accessibility Initiatives (WAI) lead for making web content accessible.

We have aimed to provide a web site that meets all the guidelines set out for priority level one and level two of the current web content accessibility guidelines (WCAG) document. This ensures that the website content can be navigated to and read by everyone, regardless of their location, experience or the type of computer technology used.