



15 August 2008

ME launches A great rate. Not a fake rate

Members Equity Bank (ME) will commence a national integrated marketing campaign for the ME Online Savings Account on Monday 18 August 2008.

Tony Beck, Head of Corporate and Social Responsibility, said Members Equity Bank's Online Savings Account has no hidden terms and conditions. The interest rate of 7.50%p.a. is available on every dollar, every day.

"Currently, the marketplace is being inundated by special interest rate offers by competitors, however if you read the fine print, you will see that the advertised interest rate is often only a promotional rate, with limited time availability and is only available to new customers," Mr Beck said.

"The ME Online Savings Account offers **A great rate. Not a fake rate.** It is not a promotional rate and is applicable to both new and existing customers."

This initial campaign will run through to mid-September and will be followed by a Direct Mail campaign to existing ME customers as well as special campaign targeted to specific industry super fund members (more information on the Direct Mail campaign to be provided at a later date).

The campaign will consist of outdoor advertising in selected metropolitan areas and supported by press advertising in several newspapers. An online marketing presence will also commence via the Members Equity Bank website, in addition to search engine marketing on Yahoo, Google, Sensis, Rate City, Credit Mart to name a few.

Ends

Media Release



**MembersEquity
Bank**
The Super Funds Bank

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