

Friday, 26 March 2010

## ME Bank reaffirms its Industry Super Fund heritage

New CEO Jamie McPhee today launched ME Bank's new marketing strategy, illustrated by a national television commercial to go to air on Sunday, April 4, 2010.

The advertising slogan – if you're a member of an industry super fund, ME Bank is *your* bank, highlights the bank's philosophical heritage in the trade union and industry superannuation movement.

ME Bank's new CEO Jamie McPhee said the Campaign outlines the additional benefits participating super fund members will receive, such as discounts on home loans and soon to be introduced preferential pricing on other products.

Australian actor John Wood, of Blue Heelers fame, is ME Bank's spokesperson in the new television commercials. Mr Wood is the voice behind the successful Compare the Pair television commercials for the Industry Super Network. Shannon's Way, the creator of Compare The Pair, also has created the new ME Bank's television commercials.

Jamie said ME Bank has not only survived the global financial crisis but it has reinforced all the values that ME Bank has espoused since inception:

- Simple, fair and transparent banking products;
- Banking products designed to meet the customers needs, not simply those of the Bank's shareholders; and
- Responsible lending - meaning that you don't just provide the customer with as much debt as possible because it is in the interests of the Bank's bottom line to do so, but manageable levels of debt for the customer.

“You could call this returning to good old fashion values. However, for ME Bank this is business as usual.”

People are looking for a genuine alternative to the major banks. Not a fifth major, as four are plenty to choose from, but a genuine alternative, a fundamentally different banking proposition: A bank that genuinely acts in the customers' best interest, he said.

This is exactly what the industry super funds have pioneered – low cost, fairer superannuation that aims to grow the retirement savings for their 6 million members, not the wallets of the retail fund shareholders.

ME Bank intends to ramp up its preferential pricing marketing activity to super fund and union members through its unique distribution system of workplace visits, site visits, direct mail, and fliers, he added.

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