



Media Release

Corporate Communications
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Melbourne Vic 3000
www.anz.com

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ANZ launches designmycard – a customised picture card

ANZ today announced the launch of a new product feature that will allow ANZ First and ANZ Access Advantage customers to put an image of their choice on their ANZ First Visa or ANZ Access card.

ANZ designmycard is an innovative new product feature that allows customers to give their card a truly personalised look. Customers can apply for an ANZ designmycard online at www.designmycard.com.au and then upload an image of their choice or choose a picture from the ANZ image library.*

ANZ Managing Director, Consumer Finance, Jenny Fagg said: "We are excited to be the first major bank in Australia to offer this fantastic new product feature. This feature has been well received by our customers in New Zealand and is very popular overseas. ANZ designmycard is a great example of how we can bring a little more fun to our customers' everyday banking."

"With ANZ designmycard, customers will be able to carry around their favourite image in their wallet on their ANZ First Visa or ANZ Access card. We have a library of images that customers can choose from, or they can use their own images - pictures of their family, pets, wedding or a great night out with friends."

ANZ designmycard will be available from Monday, 9 October 2006 and features include:

- Online application process at www.designmycard.com.au
- \$15 card design fee
- The ability to edit images by making them larger or smaller, rotating them or flipping them
- ANZ image library, which includes a range of more than 30 images including animals, landscapes, sports and abstract designs.

For more information visit: www.designmycard.com.au

* All images are subject to ANZ designmycard image guidelines.

For media enquiries contact:

Mairi Barton
Senior Manager, Media Relations
Tel: 03-9273 6190 or 0409 655 551
Email: bartonm4@anz.com

