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## Savers are winners!

It's not very often that banks reward their customers with something other than an interest rate for their savings. For Linda Stephens of Gray's Point in NSW, her regular saving activity with ME Bank saw her win a Toyota Prius I-Tech.

Linda was one of thousands of ME Bank customers who participated in the *Save to Win* competition, open from 1 March to 30 June 2009. Customers automatically received an entry for every \$100 they saved contributing toward increasing their Online Savings Account balance. In addition to the major prize of a low emission, fuel saving Toyota Prius I-Tech, valued at over \$50,000, there were also 10 monthly \$1,000 bonuses to be won.

Existing ME Bank customers as well as new customers were invited to participate in the competition.

Tony Beck, ME Bank's Head of Corporate Affairs said the competition was developed to encouraged customers to save responsibly and live responsibly.

"Having a diversified savings approach has always been important, but in 2009 saving money in an 'at call' account is a smart thing to do. ME Bank customers were encouraged to establish a regular savings plan with their money automatically deposited into their Online Savings Account on a weekly, fortnightly or monthly basis.

"With so many online accounts in the market, the 'Save Responsibly, Live Responsibly' campaign focused on educating customers about the difference between limited offer interest rates and ongoing interest rates. The ME Online Savings Account pays interest on every dollar, every day, doesn't charge bank fees on the account or have thresholds to limit the amount of interest a customer can receive on their savings," Mr Beck said.

Linda Stephens, the winner of the major prize said she was taken by surprise when a representative from ME Bank called to notify her of the win. Linda will now not only benefit from her regular savings habits, she will also continue to save on fuel consumption and contribute toward reducing the effects that cars have on our environment.

"After I was told I'd won a Toyota Prius I-Tech and hung up the phone, I called ME Bank back to make sure it was true! I've never won anything before so this was a wonderful surprise", Linda said.

"I became a customer of ME Bank in 2008 after my husband searched online for an at-call savings product. The ME Online Savings Account stood out from the rest because it offered the best on-going interest rate and has no fees. Our money is also Government guaranteed with ME Bank, so it was the best choice for us".

ME Bank would like to thank all customers who saved to win. Balances continue to earn great interest calculated on every dollar, every day. Deposits in the ME Online Savings Account also benefit from no bank fees and a Government guarantee. Customers were encouraged to apply online via [mebank.com.au](http://mebank.com.au)

ME Bank is 100% Australian owned by some of Australia's leading Industry Super Funds and was established to provide customers with a better banking alternative.

ENDS

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