



MEDIA ADVISORY

23 February 2010

Bonus Bonds to deliver gift to Kiwi babies born on its 40th birthday

Bonus Bonds announced today it will celebrate its 40th birthday by offering a gift of \$100 in Bonus Bonds to every baby born in New Zealand on 5 March 2010.

Since 1970 over \$1.8 billion has been paid out in over 52 million Bonus Bond prizes. One in four New Zealanders currently hold Bonus Bonds, making it the country's largest retail unit trust.

Head of Bonus Bonds Shaun Rees says offering a gift of \$100 of Bonus Bonds to each baby born on 5 March is about celebrating 40 years as an iconic Kiwi brand with the New Zealand public - but with a view to the future.

"Bonus Bonds has been providing Kiwis with a fun and unique way to save money and have chances to win cash prizes for 40 years," he says

"It is as popular as it has ever been, and is seen as a trusted brand in times of uncertainty. For our birthday we wanted to reflect the essence of why Bonus Bonds was created – to help New Zealanders save."

To claim \$100 Bonus Bonds for new arrivals, parents can go into any ANZ branch with identification and their baby's birth certificate.

And as Bonus Bonds turns 40, it's going online, and bondholders will soon be able to manage their details on the web.

"With Bonus Bonds going on-line later this year, we hope to make Bonus Bonds much more accessible to our customers, and stretch the appeal of Bonus Bonds out into the growing Gen Y saving market," Shaun Rees says.

Bonus Bonds can be purchased from as little as \$20 for 20 chances to win. Once bonds are held for a complete calendar month, they are eligible for monthly prize draws.

The mix of prizes in a month may vary, but as an example, in January Bonus Bonds paid out over 208,000 prizes to the value of \$6.3 million, including a top prize of \$1 million.

Unlike a lottery ticket, Bonus Bonds do not expire after each draw. With Bonus Bonds, not only are you in with chances to win cash prizes every month, you're also saving at the same time.

For more information about Bonus Bonds and a copy of the registered prospectus and Bonus Bonds terms and conditions, go to www.bonusbonds.co.nz, visit an ANZ branch or your local PostShop.

For further information:

Justine Turner (ANZ Manager, External Relations)

(04) 436 6745 or 027 567 4405 Email: justine.turner@anz.com

Quirky Bonus Bonds Facts

- The first Bonus Bonds were issued on the 5 March 1970 in Dunedin, and were randomly selected by ELSIE the computer. ELSIE was the size of a room and her prize draws attracted large crowds to a theatre at Dunedin's Chief Post Office; although the original ELSIE is now retired.
- Back in the 1970s every Bonus Bond that won had to be retrieved and prizes recorded by hand. It was not until 1984 that filling cabinets were replaced by a computer system.
- First prize was \$10,000, today it's \$1 million.
- Youngest winner of \$1 million is six.
- Original Bonus Bonds were sold in \$1, \$2, \$5, \$10, \$20, \$50 and \$100 in the same colour as currency at the time.