

For Immediate Release

BEA's Langham Place Branch Opens for Business
The Bank's Celebrations Also Include the Opening of
its 23rd SupremeGold Centre in Hong Kong

Hong Kong, 25th January, 2005 – The Bank of East Asia (“BEA”) today announces the grand opening of its Langham Place Branch and twenty-third SupremeGold Centre in Hong Kong. BEA's Director, Mr. Tan Man-kou, served as Guest-of-Honour, and was joined by the invited dignitary, Dr. K.S. Lo, Deputy Chairman and Managing Director of Great Eagle Holdings Limited; BEA's Chairman and Chief Executive, Dr. David K.P. Li; as well as other directors and senior executives of the Bank in a ribbon cutting ceremony, which was followed by a cocktail reception.

Strategically located in the newly-opened Langham Place, in close proximity to the Mongkok MTR Station, BEA's Langham Place Branch and SupremeGold Centre will support an area with heavy pedestrian flow. Including an immense 15-storey shopping mall, 59-level Grade-A office tower, and 5-star hotel, Langham Place is widely regarded as Mongkok's great new landmark that offers the district's residents, professionals, and visitors convenient access to a quality range of shopping, dining, and entertainment experiences.

With a total floor area of 3,300 sq. ft., the new branch provides a complete range of services to a diverse clientele, in line with the Bank's commitment to offering a total banking solution to its customers. At the exclusive Langham Place SupremeGold Centre, customers can obtain information on a wide spectrum of personal investment services, including investment funds, securities trading, currency trading, and insurance. The centre is staffed with highly experienced personnel and dedicated Relationship Managers are also available to meet individual banking and financial needs.

BEA launched SupremeGold in late 2002. SupremeGold Centres have been established in Hong Kong's prime districts including Central, Admiralty, Causeway Bay, North Point, Sheung Wan, Wanchai, and Taikoo Shing on Hong Kong Island; Hung Hom, Jordan, Kwun Tong, Mongkok, San Po Kong, Tsimshatsui, and Yaumatei in Kowloon; and Tsuen Wan, Tuen Mun, and Yuen Long in the New Territories. The opening of the new SupremeGold Centre will enable customers living and working in the area to enjoy easy access to BEA's wealth management services. For more information on SupremeGold, please visit BEA's website at <http://www.hkbea.com>.

The new branch and SupremeGold Centre are located at Shop Nos. 15 - 17, Level 4A, Langham Place, 8 Argyle Street, Kowloon. Both are open for business from 9:00 am to 5:00 pm (Monday to Friday) and 9:00 am to 1:00 pm (Saturday). For more information on the services available, please contact the Branch Manager, Ms. Mary Chan on 2387 9255.

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