

For Immediate Release

**BEA Celebrates the Opening of
The Hong Kong Polytechnic University Branch**

Hong Kong, 11th April, 2005 – The Bank of East Asia (“BEA”) today celebrates the grand opening of The Hong Kong Polytechnic University Branch. Professor Poon Chung-kwong, President of The Hong Kong Polytechnic University (“PolyU”), served as Guest of Honour during the event. Professor Poon, together with BEA's Chairman and Chief Executive, Dr. David K.P. Li, and other directors and senior executives of the Bank, took part in a ribbon cutting ceremony, which was followed by a cocktail reception.

In view of PolyU's ongoing development and expansion, the new branch will serve the growing needs of the University's faculties, students, and visitors for convenient access to a full range of banking and financial services. In close proximity to the East Rail's Hung Hom Station, the branch will help tap the business opportunities in the district, and will further strengthen BEA's extensive branch network in Hong Kong.

At The Hong Kong Polytechnic University Branch, customers can also enjoy a wide array of wealth management services, including securities, futures trading, currency trading, investment funds, linked deposits, and insurance. The branch also offers dedicated counter service for SupremeGold customers.

Over the years, BEA has built up a strong network of branches in universities and other tertiary institutions. In addition to PolyU, these include branches at The University of Hong Kong, Hong Kong Baptist University, The Hong Kong Institute of Education, and Lingnan University. For more information on BEA and SupremeGold, please visit the Bank's website at <http://www.hkbea.com>.

The Hong Kong Polytechnic University Branch is located at Room C214, Shaw Amenities Building, The Hong Kong Polytechnic University, Hung Hom, Kowloon. Business hours are 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, Mr. Joseph Lui on 2954 2321.

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