

For Immediate Release

SupremeGold Announces Exclusive Offers for New and Existing Customers
Sleek 42" Plasma TV Available to Investors

Hong Kong, 26th April, 2005 –The Bank of East Asia (“BEA”) today announces a series of exclusive offers for new and existing customers of SupremeGold, BEA’s premier wealth management service that has built a steadily growing customer base since its introduction in late 2002.

During the promotional period from now until 31st July, 2005, SupremeGold customers can enjoy special discounts on subscription fees for selected funds. Fees are just 2.5% of the subscription amount. In addition, investors are entitled to fabulous audio-visual equipment and hotel dining rewards or BEA Credit Card Bonus Points when their total investment on selected investment funds amounts to HKD200,000 or more:

Total Investment Amount (HKD or equivalent)	Special Reward
5,000,000 or above	Panasonic 42" Plasma TV TH-42PA30, worth HKD39,800 or 2,788,000 BEA Credit Card Bonus Points
3,000,000 – 4,999,999	Panasonic 26" LCD TV TC-26 LX1, worth HKD21,800 or 1,688,000 BEA Credit Card Bonus Points
1,000,000 – 2,999,999	Panasonic Digital Camera DMC-FZ5, worth HKD3,690 or 338,800 BEA Credit Card Bonus Points
500,000 – 999,999	Grand Hyatt Hong Kong Grand Café dinner buffet voucher for two or 83,800 BEA Credit Card Bonus Points
200,000 – 499,999	Grand Hyatt Hong Kong Tiffin Lounge high tea set voucher for two or 33,800 BEA Credit Card Bonus Points

Remark:

Customers may convert Bonus Points to Asia Miles.

All new-to-bank customers who join SupremeGold on or before 31st July, 2005 will receive an HKD 500 Sogo Gift Certificate or 55,800 BEA Credit Card Bonus Points as a welcome gift, plus have their monthly service fees waived for the first year.

Furthermore, new and existing SupremeGold customers who accept BEA PLATINUM Card will receive dining rewards worth up to HKD1,100 as a welcome gift. Annual fees will also be waived for the first two years for both principal and supplementary cardholders.

About SupremeGold

SupremeGold is BEA's wealth management service that has been designed to help customers grow their wealth through flexible financial services and investment tools. Each SupremeGold customer is assigned a highly experienced Relationship Manager who fully understands his / her personal financial needs and investment objectives. Customers can also expect quick and professional service at specially designated SupremeGold Centres and SupremeGold Counters in Hong Kong and China. At present, there are 24 SupremeGold Centres conveniently located in Hong Kong.

SupremeGold customers enjoy the convenience of integrated account services that enable them to manage all personal banking needs via a single, easy-to-use account. A wide selection of investment products also provides customers with the complete freedom to follow an investment strategy that supports their particular investment goals. Available exclusively to SupremeGold customers, WealthPlus is a powerful investment and financial analysis tool that helps customers to assess their financial objectives, formulate their optimal portfolio allocation, and select the appropriate investment products. SupremeGold customers can also enjoy exclusive benefits on many banking and investment services including BEA PLATINUM Card, time deposits, unit trusts / mutual funds, consumer finance, mortgage loans, and insurance.

For more information, please visit any SupremeGold Centre or SupremeGold Counter, call the BEA Customer Service Hotline on 2211 1311, or visit the BEA website at www.hkbea.com.

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