

For Immediate Release

BEA Launches Special Rewards Programme for Insurance Customers
Successful Applicants to Enjoy Rewards Up to HKD4,500

Hong Kong, 17th January, 2006 – The Bank of East Asia, Limited (“BEA”) today announces the launch of a special rewards programme to encourage applications for its BEA Life Insurance Series (the “Series”). During the promotional period from now until 31st March, 2006, customers are entitled to enjoy special rewards worth up to HKD4,500 upon successful enrolment in any of the selected regular premium insurance plans under the Series.

Successful applicants with first-year annualised premiums of designated amounts are entitled to receive cash coupons from JUSCO, PARKnSHOP, or KING FOOK Jewellery worth up to HKD4,500. Customers who are BEA Credit Cardholders may also select BEA Credit Card Bonus Points as their reward, and receive up to 640,000 Bonus Points. Alternatively, existing cardholders may choose BEA Credit Card spending credit as their reward and receive credit worth as much as HKD4,500. Rewards are given on a first-come, first-served basis while stocks last.

First-Year Annualised Premium (HKD)	Special Offer		
	JUSCO / PARKnSHOP / KING FOOK Jewellery Cash Coupon (HKD)	OR: BEA Credit Card Bonus Points	OR: BEA Credit Card Spending Credit (HKD)
15,000 - 39,999	300	42,000	300
40,000 - 99,999	500	70,000	500
100,000 - 749,999	1,200	170,000	1,200
750,000 - 999,999	4,000	570,000	4,000
1 million or above	4,500	640,000	4,500

Ms. Connie Chan, Head of BEA’s Bancassurance Department said: “BEA Life Insurance Series provides comprehensive life protection to customers and their families. We strive to cater to our customers’ particular needs at different stages of life and introduce new insurance plans to meet their changing needs. With the advent of the new year, we are pleased to provide special rewards to our customers so that they can enjoy the dual benefits of protection and rewards.”

The promotional offers are applicable to ten insurance plans under the Series, including Target Savings Insurance, Education Insurance, Secure Retirement Insurance, Critical Illness Insurance, and Dear Lady Insurance. The selected BEA Life Insurance Series regular premium insurance plans are underwritten by Blue Cross (Asia-Pacific) Insurance Limited, a member of the BEA Group.

For further information, please call the BEA Insurance Service Hotline on 3608 2928 or visit any BEA branch or the Bank's homepage at www.hkbea.com.

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