

For Immediate Release**BEA Launches CNY Current Account for Individual Customers**

Hong Kong, 6th March, 2006 — The Bank of East Asia (“BEA”) has today announced the launch of Chinese Yuan (“CNY”) current account for individual customers, in addition to a range of CNY services now available to customers.

In view of the increasing demand on CNY services, BEA offers individual customers who have already opened an individual CNY savings account with BEA to open a CNY current account. To enhance the financial flexibility, customers can make payments for consumer spending in Guangdong Province (including Shenzhen SAR) by cheques, subject to a daily aggregate cheque payment limit of CNY80,000 per account.

Mr. Tong Hon-shing, BEA’s General Manager & Head of Personal Banking Division said: “Since the introduction of CNY Service in February 2004, we recorded a positive growth of CNY deposit amount in Hong Kong. We at BEA are dedicated to widening the range of CNY services in compliance with the regulatory development to suit the needs of individual and corporate customers.”

BEA continues to enhance its CNY services for the convenience and benefits of personal and merchant customers. Recently launched services include expanding CNY services to allow merchants in designated business categories to open CNY deposit accounts and to conduct one-way exchange of CNY deposits into Hong Kong dollars; increasing the limits of exchange and remittances; and enhancing CNY credit card services following removal of the credit limit.

For further details of the opening of CNY current account, please contact the Customer Service Hotline on 2211 1333, visit any BEA branch or the Bank’s homepage at www.hkbea.com.

About BEA Renminbi Services

BEA offers a comprehensive range of CNY services including deposits, remittances, exchange, debit and credit cards, and retail CNY non-deliverable forward contracts. As the largest independent local bank in Hong Kong, and one of the largest foreign banks on the Mainland in branch coverage, BEA is well-equipped to provide customers throughout Greater China with a wide range of seamless, convenient banking services.

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For press enquiries, please contact:

Mr. Simon Lau
Head of Branch Distribution Department
Personal Banking Division, BEA
Tel: 3608 2388