

For Immediate Release**BEA Introduces Cybertrading's Mobile Service and CyberCash**
Convenient Stock Trading and Loan Services Provide Greater Value to Customers

Hong Kong, 21st March, 2006 – The Bank of East Asia (“BEA”) today announces the availability of Cybertrading's Mobile Service and CyberCash, offering customers greater access to stock trading and loans. As Hong Kong's first telecom-independent mobile phone and PDA securities service, Cybertrading's Mobile Service allows customers of any major Hong Kong mobile network service provider to enjoy seamless access to electronic securities services. BEA's advanced services are part of its continued efforts to enhance its product and service offering to customers through technological innovation.

Dr. David K.P. Li, BEA's Chairman and Chief Executive, said: “BEA pioneered on-line banking in Hong Kong, and we continue to upgrade our services to offer the latest technology, and the greatest convenience, for all our Cyberbanking customers.”

Cybertrading's Mobile Service is a new stock trading service for customers via mobile phone and PDA, provided by East Asia Securities Company Limited (“EAS”), a wholly-owned stock broking arm of the Bank. With Mobile Service, investors can conveniently trade Hong Kong-listed securities anywhere they may be.

Mobile Service customers can place buy or sell orders, which will be routed to the AMS / 3 system of Hong Kong Exchanges and Clearing Limited for execution under the straight-through direct order processing mode. Customers can also check order status and their portfolio balances, and amend or cancel any outstanding orders. SMS messages are sent to customers upon receipt, amendment, execution, or cancellation of an order.

During the promotional period from 21st March to 30th June, 2006, Mobile Service customers can enjoy a privileged brokerage commission rate at 0.125% (minimum HKD80). In addition, the five top users with the highest aggregate transaction amounts will each receive one of the latest mobile phones as a reward.

Mobile Service's total telecom independence enables customers of main mobile network service providers to use the service without the need to change mobile phone SIM cards or pre-install software on PDAs before using the service. Owners of sophisticated 3G and 2G handsets with WAP browsers that support WAP Push function can access the stock trading service.

Mobile Service's two-factor authentication, involving user identification through pre-registered handset numbers and user verification through passwords, allows customers to trade securities online with extra protection and peace of mind.

To enjoy the new electronic trading service, customers can simply register at any EAS branch or Cyberbanking's Internet channel.

CyberCash is an innovative loan service that enables customers to apply for loans via the Internet, mobile phone, or Personal Digital Assistant (“PDA”). CyberCash is available exclusively to customers of Cyberbanking, the Bank’s comprehensive electronic banking platform.

Applicants are not required to submit additional documentation. This helps eliminate excessive disclosure of personal information and streamlines the overall application process. Quick loan processing of CyberCash applications also enables successful applicants to draw loan amounts within two hours from the time of application¹.

At present, customers who successfully apply for CyberCash can enjoy a low interest rate at 0.75% per month flat (APR 17.48%²). Applicants who successfully drawdown their loans will also receive a HKD20 Maxim’s Gift Coupon³.

To learn more about Cybertrading’s Mobile Service and the terms and conditions of its current promotion, please refer to the relevant leaflet, visit any EAS branch or the Company’s homepage at www.easecurities.com.hk. To learn more about CyberCash, please visit any BEA branch or the Cyberbanking website at www.hkbea-cyberbanking.com.

- ¹ For customers who submit applications after 3:30 pm from Monday to Friday or after 11:00 am on Saturday, the loan drawdown procedure will be completed by 11:00 am on the next working day.
- ² The Annualised Percentage Rate (“APR”) is calculated on the basis of a 12-month repayment period and is in accordance with the standard method set out in the Code of Banking Practice.
- ³ Maxim’s Gift Coupons are available while stock lasts.

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