

For Immediate Release**BEA Launches 3-Year Accumulator Savings Insurance II***Customers Can Enjoy Returns up to 153% and Rewards Worth up to HKD4,500*

Hong Kong, 27th March, 2006 – The Bank of East Asia (“BEA”) today announces the launch of 3-Year Accumulator Savings Insurance II. The launch of the new plan is largely due to the overwhelming response the Bank received from customers for the 3-Year Accumulator Savings Insurance plan launched in January 2006. 3-Year Accumulator Savings Insurance II offers even higher potential returns than its predecessor and will be on offer from 24th March to 13th April, 2006.

3-Year Accumulator Savings insurance II is underwritten by Blue Cross (Asia-Pacific) Insurance Limited, a member of the BEA Group. Under the terms of the plan, customers simply need to make level premium payments for the first three years of the eight-year policy term. The insured can then enjoy life protection for the entire duration of the term, receiving a potential return in lump sum of up to 153% upon maturity of the policy.

The plan's guaranteed return after eight years is equal to 120% of the sum insured. Together with the maturity dividend, the Projected Total Cash Value of the plan at maturity can be up to 153% of the total premium paid. In the event of death, a guaranteed death benefit equal to 120% of the sum insured will be paid to the appointed beneficiaries. Should misfortune occur during the first two years that the policy is in effect, the total death benefit is the same as the total premium paid.

From now until 13th April, 2006, customers who successfully enrol in the plan will receive cash coupons or BEA Credit Card spending credit worth up to HKD4,500, or a maximum of 640,000 BEA Credit Card Bonus Points.

First Year Annualised Premium (USD)	Special Offer		
	JUSCO / PARKnSHOP / KING FOOK Jewellery Cash Coupons (HKD)	OR BEA Credit Card Free Spending Credit (HKD)	OR BEA Credit Card Bonus Points
6,000 – 12,499	500	500	70,000
12,500 – 95,999	1,200	1,200	170,000
96,000 - 127,999	4,000	4,000	570,000
128,000 or above	4,500	4,500	640,000

Ms. Connie Chan, Head of BEA's Bancassurance Department, said: “We were very excited by the great response we received for 3-Year Accumulator Savings Insurance earlier this year. The plan was over-subscribed well before the end of the offer period. In light of the strong demand in the market for a combination of wealth accumulation and protection, we are pleased to launch 3-Year Accumulator Savings Insurance II for our customers.

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3-Year Accumulator Savings Insurance II is available to customers aged 65 or below. No medical examination is required. The minimum annualised premium of the 3-Year Accumulator Savings Insurance II is USD6,000, or its equivalent. For further information, please call the BEA Insurance Service Hotline on 3608 2928, or visit any BEA branch or the Bank's website at www.hkbea.com.

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