

For Immediate Release

BEA Launches Privileged Interest Rate Programme for Customers Placing or Renewing HKD Time Deposits via the Internet

Hong Kong, 3rd April, 2006 - The Bank of East Asia, Limited (“BEA”) announces the launch of its special interest rate programme for customers placing or renewing HKD time deposits via the Internet.

During the promotional period from now until 31st December, 2006, customers can enjoy additional interest up to 0.25% p.a. on top of the prevailing HKD Time Deposit Rate displayed on the BEA website when placing or renewing a HKD time deposit via the Internet channel of Cyberbanking (for personal customers) or Corporate Cyberbanking (for corporate customers). The privileged interest rates are as follows:

Deposit Term	Privileged Interest Rate	
	Deposit amount below HKD200,000	Deposit amount of HKD200,000 or above
1 week to 2 weeks	HKD Deposit Rate + 0.0625% p.a.	HKD Deposit Rate + 0.1250% p.a.
1 month to 12 months	HKD Deposit Rate + 0.1250% p.a.	HKD Deposit Rate + 0.2500% p.a.

Mr. Vincent Hui, Head of BEA’s e-Distribution Department, said: “We at BEA encourage Cyberbanking and Corporate Cyberbanking customers to take advantage of these special interest rates. Placing or renewing time deposits via our Internet channel is simple, and customers can conveniently conduct transactions anytime, anywhere.”

BEA also welcomes those who are not currently Cyberbanking or Corporate Cyberbanking customers to register at any BEA branch in order to enjoy comprehensive electronic banking service, and to participate in the current programme.

For further details, please call our Customer Service Hotline on 2211 1333, visit your nearest BEA location, the Cyberbanking website at www.hkbea-cyberbanking.com, or the Corporate Cyberbanking website at www.hkbea-cyberbanking.com/corporate.

About The Bank of East Asia

Incorporated in Hong Kong in 1918, BEA is dedicated to providing comprehensive retail and commercial banking services to its customers in Hong Kong, Greater China, and overseas. BEA is the largest independent local bank in Hong Kong, with total consolidated assets of HKD238.8 billion (USD30.79 billion) as of 31st December, 2005. The Bank is listed on the Stock Exchange of Hong Kong and is one of the constituent stocks of the Hang Seng Index.

With more than 160 outlets worldwide, BEA operates an extensive international network covering Hong Kong and Greater China, the United States, Canada, the United Kingdom, the British Virgin Islands, and Southeast Asia.

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BEA – Serving customers through one of Hong Kong's largest banking networks, with over 110 branches and SupremeGold Centres around town