

**For Immediate Release****BEA Launches Travel Protection Insurance**

*Holiday Travellers Can Enjoy 20% Premium Discount, HKD1.2M Coverage, and More*

**Hong Kong, 11<sup>th</sup> December, 2006** — The Bank of East Asia (“BEA”) today announces the launch of Travel Protection Insurance (“the Plan”), a new insurance plan that provides customers with comprehensive protection against accidents, losses, and unexpected expenses while travelling. The Plan is underwritten by Blue Cross (Asia-Pacific) Limited, a member of the BEA Group. From now till 28<sup>th</sup> February, 2007, customers can receive a 20% premium discount when enrolling in the Plan at any BEA branch, or through the BEA Insurance Enrolment Hotline or the Bank’s Cyberbanking service.

In addition to comprehensive medical coverage, the insured can receive medical expense coverage up to HKD1.2 million, including room & board and follow-up medical treatment. Customers do not need to worry about any additional charges, as there are no deductibles for claims made for all benefits. The Plan also offers 24-Hour Worldwide Emergency Services. Customers can receive unlimited emergency medical evacuation and repatriation assistance in the event of an accident or other unexpected incident.

Travel Protection Insurance is BEA’s comprehensive travel plan for customers travelling anywhere around the world. The Plan replaces two of the Bank’s previous insurance plans, namely Travel Insurance and China Travel Insurance.

For further information on the Plan, please call the BEA Insurance Enrolment Hotline on 2211 1322 or visit any BEA branch or the Cyberbanking website at [www.hkbea-cyberbanking.com](http://www.hkbea-cyberbanking.com).

**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 HKD 263.3 billion (USD 33.91 billion) as of 30<sup>th</sup> June, 2006. 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 170 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. For more information on BEA, please visit any BEA branch or the Bank's homepage at [www.hkbea.com](http://www.hkbea.com).

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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***