

**For Immediate Release**

## **BEA Celebrates the Opening of The Chinese University of Hong Kong Branch**

**Hong Kong, 14<sup>th</sup> December, 2006** – The Bank of East Asia (“BEA”) today celebrates the grand opening of The Chinese University of Hong Kong Branch (“CUHK Branch”). Professor Lawrence J. Lau, Vice-Chancellor of The Chinese University of Hong Kong (“CUHK”), served as guest of honour at the event. BEA’s Chairman and Chief Executive, Dr. David K. P. Li, joined Professor Lau and directors and senior executives of the Bank in a ribbon cutting ceremony, which was followed by a cocktail reception.

The new branch will provide the University’s colleges, faculties, students, and visitors with convenient access to a full range of banking and financial services. In addition, the branch will cater to the growing needs of its customers, as CUHK continues to undergo development and expansion.

Dr. David K.P. Li said, “We at BEA have long supported the banking and financial needs of Hong Kong’s educational institutions. We have established a presence at many of Hong Kong’s major centres of higher learning, and we are delighted to now have an opportunity to serve the CUHK community.”

At CUHK Branch, customers can also enjoy a wide array of investment services, including securities trading, unit trusts / mutual funds, bonds, and linked deposits. The branch also offers dedicated counter service for SupremeGold customers.

In addition to CUHK, BEA operates branches at The University of Hong Kong, The Hong Kong Polytechnic University, Hong Kong Baptist University, The Hong Kong Institute of Education, and Lingnan University. For more information on the locations of BEA’s branches and SupremeGold Centres, and the services available, please visit BEA’s website at [www.hkbea.com](http://www.hkbea.com).

CUHK Branch is located at Room LG01, Lower Ground Floor, Li Wai Chun Building, The Chinese University of Hong Kong, Shatin. The branch is open from 9:00 am to 5:00 pm (Monday to Friday). For more information, please contact the Branch Manager, Ms. Yuen Lai-Kuen, Monie on 3609 3788.

## 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 HKD263.3 billion (USD33.91 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.

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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***