

For Immediate Release

BEA Marks the Opening of The University of Hong Kong SupremeGold Centre

Hong Kong, 9th February, 2007 – The Bank of East Asia (“BEA”) today celebrates the grand opening of The University of Hong Kong SupremeGold Centre. Professor Lap-chee Tsui, Vice-Chancellor of The University of Hong Kong (“HKU”), served as guest of honour at the event. BEA’s Chairman and Chief Executive, Dr. David K. P. Li, joined Professor Tsui and directors and senior executives of the Bank in a ribbon cutting ceremony, which was followed by a cocktail reception.

Located at the Chong Yuet Ming Amenities Centre, the HKU SupremeGold Centre is conveniently located on the HKU campus to serve the needs of the University’s students and faculty. At the ceremony, Dr. Li said, “We are truly delighted to join our friends at HKU today to celebrate the opening of our newest SupremeGold Centre, which is also the first of its kind located at an educational institution. We look forward to supporting the wealth management needs of the HKU community and those living or working nearby.”

At the new SupremeGold Centre, customers can obtain information on a wide spectrum of personal investment services, including investment funds, securities trading, currency trading, and insurance. The Centre is staffed by highly experienced personnel and dedicated relationship managers are also available to meet individual banking and financial needs.

First launched in 2002, BEA has established 35 SupremeGold Centres to date in Hong Kong’s prime districts. 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.

The University of Hong Kong SupremeGold Centre is located at Rm. 203, 2/F, Chong Yuet Ming Amenities Centre, The University of Hong Kong, Pokfulam Road, Hong Kong. The branch is open from 9:00 am to 5:00 pm (Monday to Friday). For more information, please contact the Branch Manager, Ms. Chan Wan-ki, Wanny on (852) 3609 1808.

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 HKD294.2 billion (USD37.83 billion) as of 31st December, 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 180 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 120 branches and SupremeGold Centres around town