

**For Immediate Release**

## **BEA Launches Kid Master Lunar New Year Special Promotion**

**Hong Kong, 27<sup>th</sup> February, 2007** – The Bank of East Asia (“BEA”) today announces the launch of its Kid Master special promotion for the Lunar New Year. From now until 31<sup>st</sup> March, 2007, customers who open a Kid Master Savings Account with an initial deposit of just HKD500 will receive a McDonald’s gift certificate worth HKD50. In addition, customers who successfully enrol in an Education Savings Insurance or 3-Year Accumulator Savings Insurance III plan during the promotional period and meet the prescribed premium payment requirements will receive cash coupons worth up to HKD3,800 from PARKnSHOP, Mannings, Broadway, or Joint Publishing plus a Vtech Nitro Notebook and a Kid Gymnastic Bike worth an additional HKD700.

BEA’s General Manager & Head of Personal Banking Division, Mr. Tong Hon-shing, said, “Kid Master is an excellent way for parents to introduce their children to finances and instill in them a sense of responsibility. Throughout the year, Kid Master members enjoy many benefits including a wide range of activities and attractive offers. This year, we are pleased to offer a medical check-up plan, which has been tailored specifically for children and is available exclusively to Kid Master members at a preferential rate.”

Kid Master is BEA’s comprehensive children plan that includes a savings account, plus a variety of insurance plans and Cyberbanking, the Bank’s award-winning electronic banking service. In addition to providing children with financial protection, Kid Master has been designed so that parents and children can manage accounts together, thereby enabling children to learn more about fundamental financial concepts. Kid Master members also enjoy a wide range of benefits. “For those who have not yet joined Kid Master, the Chinese Lunar New Year period might be the perfect time to deposit red pocket money into a Kid Master Saving Account,” added Mr. Tong.

For more information on Kid Master and the offers above, please call BEA’s Customer Service Hotline on (852) 2211 1311 or visit the Bank’s homepage at [www.hkbea.com](http://www.hkbea.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 HKD294.2 billion (USD37.83 billion) as of 31<sup>st</sup> 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***