

For Immediate Release

BEA Rolls Out FastCash Card

Hong Kong, 10th April, 2007 – The Bank of East Asia (“BEA”) today announces the launch of its new ATM card, FastCash Card. The Card has been developed in an effort to enhance the accessibility of ATM services among senior citizens in Hong Kong.

With FastCash Card, customers can withdraw cash quickly and easily by following simplified onscreen prompts, which will appear in Chinese only. The service is available at all BEA ATMs and approximately 1,200 additional JETCO ATMs displaying the “簡易自動櫃員機” label in Hong Kong. Customers can associate one bank account with FastCash Card, and the available balance of that account will appear automatically onscreen when the Card is used to withdraw cash. In addition to ATM service, FastCash Card enables customers to enjoy EPS and PPS services.

Mr. Vincent Hui, Head of BEA’s e-Distribution Department, said, “We at the Bank are pleased to have this opportunity to launch a product that caters to the elderly members of our society. By simplifying the ATM interface and providing customers with direct access to the services they most need, namely account balance information and cash withdrawal services, we have effectively enhanced the user friendliness of ATMs. We are confident that FastCash Card will increase the value and utility of ATM services to an even wider customer base.”

The annual fee for FastCash Card is HK\$50. To help encourage more senior citizens to use ATMs, the annual fee will be waived for cardholders aged 65 or above. For more information on FastCash Card, please call the Bank’s ATM Card Service Hotline on (852) 2211 1818 during office hours or visit any BEA branch.

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 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. For more information on BEA, please visit any branch or the Bank's homepage at www.hkbea.com.

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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