

For Immediate Release

**BEA Offers New Auto Payroll Customers a
3% Monthly Salary Cash Bonus and Other Rewards**

Hong Kong, 12th April, 2007 - The Bank of East Asia (“BEA”) today announces a special promotional programme for new auto payroll customers. Customers who register on or before 31st December, 2007 and successfully arrange to have their salary deposited via auto payroll into their BEA accounts for three consecutive months within six months from the date of registration will receive a guaranteed cash bonus equivalent to 3% of their monthly salary. The cash bonus will be awarded to customers in the form of free credit card spending.

BEA’s General Manager & Head of Personal Banking Division, Mr. Tong Hon-shing, said, “In light of the overwhelming response we received during our last promotion, we have decided to launch a new auto payroll promotion this year, which consists of an even greater range of offers and benefits. By simply arranging for their salary to be deposited into a BEA account, customers can automatically enjoy preferential rates and other benefits on many banking and financial services. Customers will also enjoy access to our branch network, which is one of the largest in Hong Kong.”

In addition to the cash bonus, there are other special offers available to new and existing auto payroll customers including a waiver of ATM card annual fees and the minimum balance requirement. Customers are entitled to enjoy an extra-low subscription fee of just 2% on selected unit trusts / mutual funds, and selected insurance plans including Household Insurance and Domestic Helper Insurance, which are on offer at discounted rates of up to 30%.

Customers will also receive an additional HKD100 cash coupon when enrolling in a BEA Life Insurance Series plan. What’s more, pre-approved revolving standby credit / overdraft facilities and a pre-approved BEA Credit Card are also available to customers who register.

For more information on these offers, please call BEA’s Customer Service Hotline on (852) 2211 1333 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