

For Immediate Release**BEA Introduces the “Right for You” Instalment Loan / Revolving Loan**
Low Interest Rates Offered plus Special Loan Packages with Additional Benefits

Hong Kong, 25th April, 2007 – The Bank of East Asia (“BEA”) announces the launch of its new “Right for You” Instalment Loan and Revolving Loan programme. Customers can choose to apply for one loan and enjoy highly competitive interest rates, or take advantage of BEA’s special loan packages to enjoy extra benefits.

Instalment Loan offers interest rates as low as 0.2978% per month flat, which is equivalent to an Annualised Percentage Rate (“APR”) of 5.18%. Customers can select a repayment term of up to 48 months, and enjoy a two-month interest-free trial period. Customers are not required to make any repayments for the first two months after the loan drawdown date, and may choose to settle the original loan amount without incurring any handling charges during the trial period. Those who continue to repay their loans after the trial period based on the prescribed loan tenor (with no past due or early full settlement record during the repayment period) will receive a full rebate on the arrangement fee in the 13th month after loan drawdown.

Revolving Loan customers can enjoy a low interest rate of 5.88% per annum for the first four months, plus a waiver of the arrangement fee for the first year. Customers may determine their monthly repayment amount, with the minimum amount set at 2% of the outstanding balance, or HK\$50, whichever is higher. After each monthly repayment is settled, the credit limit will be restored automatically. Interest will be calculated on the utilised portion of the credit limit on a daily basis. Customers may also withdraw cash at any JETCO or VISA PLUS network ATM worldwide without incurring withdrawal fees. For details on the interest rates for both loans, please refer to the Appendix.

Ms. Emily Liu, BEA’s Head of Consumer Finance Department, said: “Our “Right for You” Instalment Loan and Revolving Loan programme has been designed to offer not only attractive interest rates, but also to enable our customers to enjoy a greater selection of loan types to suit their particular needs.”

To offer customers even lower rates and other attractive benefits, BEA is also introducing the following two special loan packages:

Plan 1 – One customer applies for both the Instalment Loan and Revolving Loan and receives:

- A low interest rate of 5.88% per annum for the Revolving Loan for the first five months
- HK\$100 supermarket cash coupon

Plan 2 – Two customers apply together and draw the same type of loan (Instalment Loan or Revolving Loan) and receive:

- A lower interest rate based on the combined loan amount / credit limit
- Separate loan accounts for individual management

The total loan amount applied for by each individual customer may be up to HK\$500,000 (HK\$1,000,000 for professionals), or six times the customer's monthly salary, whichever is lower.

For more information on BEA's "Right for You" Instalment Loan and Revolving Loan programme, including full terms and conditions, please contact the Enquiry Hotline on (852) 2211 1211 or visit any BEA branch or the Bank's homepage at 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 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

Appendix

Instalment Loan - Monthly Repayment Table (Based on a 12-month repayment period with a reimbursement of the arrangement fee)

Loan Amount (HK\$)	Monthly instalment amount (HK\$) for every loan amount of HK\$10,000 / APR	
	Professionals or Customers with a Credit Score of Grade B or above	General Customers
10,000 – 19,999	908.52 / 13.28%	912.66 / 14.03%
20,000 – 49,999	880.65 / 8.28%	884.87 / 9.03%
50,000 – 99,999	872.19 / 6.78%	876.43 / 7.53%
100,000 – 299,999	870.89 / 6.55%	875.13 / 7.30%
300,000 – 1,000,000	863.11 / 5.18%	867.37 / 5.93%

Revolving Loan – Interest Rate Table (indicating the introductory rate for the first four months)

Credit limit (HK\$)	Annual interest rate		APR
	First 4 months	Month 5 onwards (Standard interest rate)	
10,000 – 19,999	5.88%	14.80%	15.07%
20,000 – 49,999		12.80%	12.99%
50,000 – 199,999		9.30%	9.42%
200,000 – 500,000		8.00%	8.12%