

For Immediate Release

BEA's Tiu Keng Leng Branch Opens for Business

New Branch Conveniently Located above Tiu Keng Leng MTR Station

Hong Kong, 25th June, 2007 – The Bank of East Asia (“BEA”) today announces the grand opening of its new Tiu Keng Leng Branch in Tseung Kwan O. BEA's Director, Mr. Stephen Charles Li Kwok-sze, officiated as Guest of Honour and was joined by BEA's Chairman & Chief Executive, Dr. David K.P. Li, as well as other directors and senior executives of the Bank in a ribbon cutting ceremony, which was followed by a cocktail reception.

Located in the Metro Town Shopping Mall, a popular local shopping centre, and right above the MTR Tiu Keng Leng Station, Tiu Keng Leng Branch will effectively cater to the growing needs of the Bank's customers in the rapidly developing area. With a total floor area of over 4,400 sq. ft., the new outlet will provide individual customers and businesses with convenient access to a complete range of services including account and deposit services, unit trusts / mutual funds, insurance, personal loans, property loans, safe deposit box rental service, and much more.

“We at BEA have always focused on providing customers with convenient access to a comprehensive range of quality banking and financial services,” said Dr. Li. “With the opening of Tiu Keng Leng Branch, we have further extended our coverage along the MTR's Tseung Kwan O Line for the benefit of our customers who live and work in the area,” he added. Branches are already open in shopping malls near the Tseung Kwan O, Hang Hau, and Po Lam stations. BEA currently operates a total of 88 branches and 37 SupremeGold Centres, which provide customers with convenient access to a comprehensive range of banking services.

The new branch is located at: Shop Nos. 51, 68-70, Level 2, Metro Town Shopping Mall, 8 King Ling Road, Tseung Kwan O, New Territories (Tiu Keng Leng MTR Station Exit B). The branch is open for business from 9:00 a.m. to 5:30 p.m. (Monday to Friday) and from 9:00 a.m. to 1:00 p.m. (Saturday). For more information on the services available, please contact the Branch Manager, Ms. Lana Tsung, on (852) 3609 2599.

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 HK\$294.2 billion (US\$37.83 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.

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With more than 190 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