

For Immediate Release**BEA Announces Exclusive Offers for SupremeGold Customers**

Hong Kong, 6th July, 2007 – The Bank of East Asia (“BEA”) today announces a series of exclusive offers for new-to-bank and existing SupremeGold customers. All new-to-bank customers who join SupremeGold on or before 30th September, 2007 will receive HK\$500 in BEA Credit Card free spending credit as a welcome gift, plus enjoy a waiver of their monthly service fees for the first year. These customers are also entitled to receive a one-year waiver of the rental fee for safe deposit box service.

Both new and existing SupremeGold customers can enjoy interest of up to 4.48 p.a.* on one to three-month HK\$ time deposits, and can subscribe to selected funds at an extra low subscription fee of just 1.35%.

In addition, during the promotional period from now until 30th September, 2007, new and existing SupremeGold customers who spend a total of HK\$200,000 or more on selected wealth management products will receive one of the following special rewards:

Total Amount Spent (HK\$ or equivalent)	Special Reward
5,000,000 or above	Macau 2-day, 1-night grand deluxe package for two (total value: HK\$15,000): <ul style="list-style-type: none"> - Roundtrip Hong Kong – Macau helicopter ticket with roundtrip private transfer service - 1-night deluxe room accommodation with sea view at the brand-new 6-star Grand Lisboa Hotel - HK\$2,000 cash coupon for dining at Don Alfonso 1890 (Michelin Star Restaurant) or The Eight, Grand Lisboa
3,000,000 – 4,999,999	Macau 2-day, 1-night deluxe package for two (total value: HK\$10,000): <ul style="list-style-type: none"> - Roundtrip Hong Kong – Macau transport including one-way helicopter ticket and one-way super class TurboJET ticket, plus roundtrip private transfer service - 1-night deluxe room accommodation with sea view at the brand-new 6-star Grand Lisboa Hotel - HK\$1,000 cash coupon for dining at Don Alfonso 1890 (Michelin Star Restaurant) or The Eight, Grand Lisboa

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1,000,000 – 2,999,999	Macau deluxe package for two (total value: HK\$2,000): <ul style="list-style-type: none"> - Roundtrip Hong Kong – Macau super class TurboJET ticket - HK\$800 cash coupon for dining at Don Alfonso 1890 (Michelin Star Restaurant) or The Eight, Grand Lisboa for two
500,000 – 999,999	Macau special package for two (total value: HK\$1,200): <ul style="list-style-type: none"> - Roundtrip Hong Kong – Macau economy class TurboJET ticket - HK\$300 cash coupon for dining at Don Alfonso 1890 (Michelin Star Restaurant) or The Eight, Grand Lisboa for two
200,000 – 499,999	6 complimentary UA movie tickets (total value: HK\$360)

Remark: Macau Grand Lisboa Hotel will open in the 4th quarter of this year.

For complete details on these offers, please refer to the promotional flyer available at any BEA branch and SupremeGold Centre, or online at www.hkbea.com.

*The preferential interest rate is for reference only and is not guaranteed. The rate is based on the three-month HK\$ time deposit rate on 8th June, 2007.

About SupremeGold

SupremeGold is BEA's wealth management service that has been designed to help customers grow their wealth through flexible financial services and investment tools. Each SupremeGold customer is assigned a highly experienced Relationship Manager who fully understands his / her personal financial needs and investment objectives. Customers can also expect quick and professional service at specially designated SupremeGold Centres and SupremeGold Counters in Hong Kong and China. At present, there are 37 SupremeGold Centres conveniently located in Hong Kong.

SupremeGold customers enjoy the convenience of integrated account services that enable them to manage all personal banking needs via a single, easy-to-use account. A wide selection of investment products also provides customers with the complete freedom to follow an investment strategy that supports their particular investment goals. Available exclusively to SupremeGold customers, WealthPlus is a powerful investment and financial analysis tool that helps customers assess their financial objectives, formulate their optimal portfolio allocation, and select the appropriate investment products. SupremeGold customers can also enjoy exclusive benefits on many banking and investment services including BEA PLATINUM Card, time deposits, unit trusts / mutual funds, consumer finance, mortgage loans, and insurance.

For more information, please visit any SupremeGold Centre or SupremeGold counter, call the BEA Customer Service Hotline on (852) 2211 1311, or visit the BEA website 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 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.

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.

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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