

For Immediate Release

BEA and Visa Jointly Launch BEA Traveller's Card
Hong Kong's First Foreign Currency Visa Travel Prepaid Card

Hong Kong, 27th September 2007 – The Bank of East Asia (“BEA”) and Visa today jointly announce the launch of BEA Traveller's Card, the first foreign currency Visa travel prepaid card in Hong Kong.

BEA Traveller's Card gives customers the choice of having another payment option while travelling overseas for business or leisure. The Card can be pre-loaded with US dollars, Pound sterling, Japanese yen, Thai baht, New Taiwan dollars, Canadian dollars and Australian dollars. The Card is accepted at all merchants that accept Visa Credit Cards worldwide.

Mr. Tong Hon-shing, BEA's General Manager and Head of Personal Banking Division said, “BEA Traveller's Card offers our customers exceptional value. First, it gives customers greater control over foreign exchange rates, as the exchange rate is predetermined before they make any transactions. Second, they can save time before, during, and after their trips because they do not need to arrange cash or traveller's cheques, and excess amounts can be converted back into Hong Kong dollars upon their return to Hong Kong.”

Mr. Jim Dixon, Visa International's Country Manager, Hong Kong and Macau, said, “Our cooperation with The Bank of East Asia and the launch of the BEA Traveller's Card is a demonstration of our commitment to working with member banks to facilitate tourism, and to making Visa more accessible to and convenient for Hong Kong travellers.” In 2006, Hong Kong Visa cardholders spent HK\$19.4 billion (US\$2.5 billion) outside the territory¹, an 11 percent year-on-year growth.

BEA Traveller's Card benefits include:

- **Better financial planning:** Cardholders can plan more effectively by predetermining exchange rates before they start their trip. They can also check all transactions and the card balance via Cyberbanking, BEA's electronic banking service.

¹ According to VisaNet data.

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- **Time saving:** Cardholders can avoid queuing to exchange foreign currency. They can upload foreign currency amounts and change the amounts back into Hong Kong dollars to their BEA Credit Card accounts by calling the BEA Credit Card Customer Services Hotline anytime, anywhere.
- **Low handling fees:** Cardholders enjoy handling fees as low as 1.55 percent on overseas spending.
- **An interest free repayment period of up to 56 days**
- **Bonus Points** are awarded to cardholders at a HK\$1 to one Bonus Point conversion rate.

As a special introductory offer, cardholders who load amounts onto their Cards and make at least one retail transaction on or before 31st December 2007 will also receive a HK\$50 cash rebate.

The BEA Traveller's Card is only available to BEA Credit Cardholders. Interested customers are invited to apply for both Credit Card and Traveller's Card in BEA's upcoming promotion in October. Welcome gifts are also on offer including a Sony digital camera, eight UA movie tickets, and a HD-DVD Hi-Fi, etc.

To apply, please download the application form from the BEA website at www.hkbea.com or call the Customer Services Hotline on (852) 3608 6628.

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\$343.2 billion (US\$43.9 billion) as of 30th June, 2007. The Bank is listed on the Stock Exchange of Hong Kong and is one of constituent stocks of the Hang Seng Index.

BEA currently operates more than 200 outlets worldwide, including over 120 branches and SupremeGold Centres in Hong Kong, 50 outlets in Greater China, and an extensive international network covering the United States, Canada, the United Kingdom, the British Virgin Islands, and Southeast Asia. For more information on BEA, please visit any BEA branch or the Bank's homepage.

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About Visa

Visa connects cardholders, merchants, and financial institutions through the world's largest electronic payments network. Visa products allow buyers and sellers to conduct commerce with ease and confidence in both the physical and virtual worlds. Visa is committed to the sustained growth of electronic payment systems to support the needs of all stakeholders and to drive economic growth. Visa products currently generate more than \$4.8 trillion in sales volume worldwide. Visa enjoys unsurpassed acceptance around the world. In addition, Visa/Plus is one of the world's largest global ATM networks, offering cash access in local currency in over 170 countries. For more information, visit www.corporate.visa.com.

About Visa in Hong Kong

According to member reporting, there were more than 8.5 million Visa Cards in circulation in Hong Kong, generating a retail sales volume of HK\$164.7 billion at the point of sale for the 12 months ended 31st March, 2007. For more information visit www.visa.com.hk.

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