

For Immediate Release

BEA Launches Special Decoration Insurance Promotion
Customers Enjoy Extensive Coverage at a 10% Premium Discount

Hong Kong, 12th October, 2007 — The Bank of East Asia (“BEA”) today launches a special promotion on Decoration Protection Insurance, a plan offering extensive accident and liability coverage during the renovation of homes, offices, and shops. During the promotional period from now until 31st December, 2007, customers will enjoy a special 10% premium discount. The plan is underwritten by Blue Cross (Asia-Pacific) Insurance Limited, a member of the BEA Group.

A short-term insurance plan for a renovation contract of a maximum duration of three months, Decoration Protection Insurance covers decoration materials and public liability to third parties up to HK\$10 million. Other special plan features include coverage for accidental loss of or damage to the belongings of the property owner or tenant, the costs of debris removal following an insured accident on site, and an automatic increase of up to 10% in the insured amount for the original contract value in case the quotation and the final contract value are different. What’s more, accidental loss arising from the maintenance of the contract works is also under cover.

Ms. Connie Chan, BEA’s Head of Bancassurance Department, said, “Increasing activity in Hong Kong’s property market has led to a growing demand for residential and commercial refurbishment. Our Decoration Protection Insurance effectively meets the needs of home and business owners by protecting them from accidents during decoration, and by helping to safeguard their valuable property.”

Decoration Protection Insurance offers a variety of plan options, which provide different amounts of coverage for the contract value, material damage, and public liability to third parties. The premium is as low as HK\$1,200 per insured contract. By paying an additional premium, policyholders can also insure contracts that include scaffolding work.

For further information, please call the BEA Insurance Service Hotline on (852) 3608 2928, or visit any BEA branch or the Bank’s insurance webpage at www.hkbea.com/insurance.

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 the constituent stocks of the Hang Seng Index.

With more than 200 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.

– End –

For press enquiries, please contact:

Ms. Connie Chan
Head of Bancassurance Department
Wealth Management Division, BEA
Tel.: (852) 3608 2618
Email: chancsw@hkbea.com

BEA – Serving customers through one of Hong Kong's largest banking networks, with over 130 branches and SupremeGold Centres around town