

For Immediate Release

**BEA Celebrates the Opening of its
HKUST Branch and SupremeGold Centre**

Hong Kong, 20th November, 2007 – The Bank of East Asia (“BEA”) today celebrates the grand opening of its branch and SupremeGold Centre at The Hong Kong University of Science and Technology (“HKUST”). Professor Paul C.W. Chu, President of the University, served as guest of honour at the event. BEA’s Chairman & Chief Executive, Dr. David K. P. Li, joined Professor Chu and directors and senior executives of the Bank in a ribbon cutting ceremony, which was followed by a cocktail reception.

Located on campus at the Entrance Piazza, the HKUST Branch will provide faculty members and students with convenient access to a full range of banking and financial services. In addition, customers can enjoy priority, highly personalised service at the new HKUST SupremeGold Centre, which also offers personal investment services including investment funds, securities trading, currency trading, insurance services and more.

Speaking at the event, Dr. Li said, “We at BEA are committed to meeting the banking and financial needs of Hong Kong’s institutions of higher learning. Today’s ceremony marks an important milestone in the development of our education network, as we now operate a branch at HKUST, one of Hong Kong’s major universities. We look forward to serving the HKUST community and those who visit its beautiful campus.”

The HKUST Branch is located at G/F, Entrance Piazza, The Hong Kong University of Science and Technology, Clear Water Bay Road, Sai Kung. The branch is open from 9:00 a.m. to 5:00 p.m. (Monday to Friday). For more information, please contact the Branch Manager, Mr. Dennis Yu Kam-yuen on (852) 3609 2432.

In addition to HKUST, BEA also operates branches at The University of Hong Kong, The Chinese University of Hong Kong, The Hong Kong Polytechnic University, Hong Kong Baptist University, The Hong Kong Institute of Education, and Lingnan University. For more information on the locations of BEA’s branches and SupremeGold Centres, and the services available, please visit BEA’s 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 HKD343.2 billion (USD43.9 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 BEA 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 130 branches and SupremeGold Centres around town