

**For Immediate Release**

## **BEA Opens Branch & SupremeGold Centre in Heart of Sai Kung Town**

**Hong Kong, 20<sup>th</sup> December, 2007** – The Bank of East Asia (“BEA”) today announces the grand opening of its new Sai Kung Branch and SupremeGold Centre. BEA Director and officiating guest of honour, Mr. Aubrey Li Kwok-sing, was joined by BEA’s Chairman & Chief Executive, Dr. David K.P. Li, and other directors and senior executives of the Bank in a ribbon cutting ceremony, which was followed by a cocktail reception.

The Sai Kung Branch and SupremeGold Centre are located in the centre of Sai Kung Town with a total floor area of more than 2,800 square feet, providing customers with a spacious and comfortable banking environment. Given the popularity of Sai Kung Town as a shopping and dining area, particularly among tourists and local visitors, BEA’s new branch and SupremeGold Centre will provide individual customers and businesses with convenient access to a complete range of services. In addition, customers can enjoy priority, highly personalised service at the new Sai Kung SupremeGold Centre, which also offers personal financial and investment products and services including investment funds, securities trading, currency trading, insurance, consumer loans, mortgage loans, and much more.

“We at BEA are pleased to extend the reach of our branch and SupremeGold network to Sai Kung Town,” said Dr. Li. “According to the government’s latest population-distribution projection, Sai Kung District will experience one of the most rapid rates of population growth in Hong Kong over the next ten years. Apart from providing comprehensive banking services to the area’s residents, businesses, and visitors, our new outlet will also effectively support overall development in the Sai Kung District,” he added. BEA currently operates a total of 91 branches and 44 SupremeGold Centres throughout Hong Kong, one of the largest networks of any bank in Hong Kong.

Located at G/F, 13 & 15 Man Nin Street, Sai Kung, the Sai Kung Branch and SupremeGold Centre are 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, Mr. Tang Wing-hung, on (852) 3609 2966.

## 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 30<sup>th</sup> 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](http://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***