

For Immediate Release

BEA China Becomes Main Sponsor of the Chinese National Fencing Team

Hong Kong, 10th January, 2008 – The Bank of East Asia (China) Limited (“BEA China”) has announced that it will serve as the main sponsor of the Chinese National Fencing Team and a strategic partner of the Chinese Fencing Association.

Mr. Cai Jiadong, Director of the China Cycling and Fencing Administrative Centre, and Ms. Li Na and Mr. Wang Lei of the Chinese National Fencing Team joined Mr. Chan Kay-cheung, BEA China’s Vice Chairman, and other senior executives in a press conference held on 8th January. Speaking at the event, Mr. Chan said, “We are proud to sponsor the Chinese National Fencing Team, and we wish the team great success at the Olympic Games. We admire the team’s commitment, dedication, and pursuit of excellence – qualities that we at BEA China also value and embrace. Through this partnership, we hope to contribute to the long-term development of fencing in China.”

BEA China is committed to helping the Chinese National Fencing Association develop the country’s fencing talent and achieve optimal results. To encourage the team, BEA China is offering “Promise for Olympic Gold Medals” SupremeGold accounts to the team’s fencers, including Tan Xue, Li Na, and Wang Lei. With BEA’s exclusive SupremeGold wealth management service, fencers can rest assured that their financial needs are taken care of, so they can focus on preparing for the Olympic Games and performing to the best of their ability.

About BEA’s Operations in China

A wholly-owned subsidiary of BEA, BEA China operates one of the most extensive branch networks of any China-incorporated foreign bank authorised to operate on the mainland. Headquartered in Shanghai, BEA China has a network of 44 outlets that includes 15 branches (Shanghai, Shenzhen, Xiamen, Guangzhou, Zhuhai, Dalian, Xi’an, Beijing, Chengdu, Hangzhou, Chongqing, Qingdao, Shenyang, Wuhan, and Nanjing) and 28 sub-branches (7 in Shanghai, 5 in Guangzhou, 4 in Shenzhen, 3 in Xiamen, 2 in both Dalian and Xi’an, and 1 each in Zhuhai, Beijing, Chengdu, Hangzhou, and Chongqing). BEA China plans to open a branch in Tianjin in the first quarter of 2008.

BEA China is authorised to provide a full range of personal and corporate banking services as well as overseas investment services to all customers, including local residents and enterprises. BEA China also provides agency services for general and life insurance products.

In addition to the BEA China network, BEA also operates a branch in Shanghai, through which it conducts its foreign exchange wholesale banking business. BEA also operates 4 representative offices in Tianjin, Fuzhou, Suzhou, and Dongguan.

For more details on BEA China, please visit www.hkbea.com.cn.

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