

For Immediate Release

New BEA Branch & SupremeGold Centre Opens at Elements

Hong Kong, 24th January, 2008 – The Bank of East Asia (“BEA”) has today celebrated the opening of its Kowloon Station Branch and SupremeGold Centre by holding a ribbon cutting ceremony and cocktail reception at the new branch. BEA Director and officiating guest of honour, Dr. Allan Wong Chi-yun, was joined by BEA's Chairman & Chief Executive, Dr. David K.P. Li, and other directors and senior executives of the Bank at today's festivities.

The Kowloon Station Branch and SupremeGold Centre are located in Elements, an upscale shopping complex above the Airport Express Kowloon Station. Elements is adjacent to the 118-storey International Commerce Centre, which will be Hong Kong's tallest building when it is completed in 2010. The shopping complex is also surrounded by numerous luxury residential properties.

With a total floor area of 1,200 square feet, the Kowloon Station Branch will serve as a comfortable banking environment for customers and will provide them with convenient access to BEA's complete range of services. Customers can also enjoy priority, highly personalised service at the new Kowloon Station SupremeGold Centre, which offers a wide range of 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 continuously looking for ways to enhance our network for the convenience of our customers. Our new branch and SupremeGold Centre at Elements will enable us to bring our comprehensive range of banking services to the residents and businesses of this vibrant community, as well as to its many visitors," said Dr. Li. BEA currently operates a total of 91 branches and 45 SupremeGold Centres throughout Hong Kong, one of the largest networks of any bank in Hong Kong.

Located at Shop 1002, 1/F, Elements, 1 Austin Road West, Tsim Sha Tsui, the Kowloon Station 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, Ms. Phyllis Chan Mei-ye, on (852) 3609 2418.

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 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