

**For Immediate Release**

**BEA Officially Launches Online Fund Trading Service**  
*Promotional Offers Available to Cyberfund Centre Customers  
Who Subscribe to Funds*

**Hong Kong, 1<sup>st</sup> February, 2008** - The Bank of East Asia (“BEA”) today announces the official launch of the Cyberfund Centre’s online fund trading service and promotional offers to celebrate the launch.

The Cyberfund Centre is a convenient and comprehensive 24-hour online fund trading platform for Cyberbanking customers who wish to invest in unit trusts anytime, anywhere via the Internet. With the service, customers can:

- Subscribe and redeem funds
- Search BEA recommended funds and over 900 funds from a powerful database
- Check unit trust portfolio details with indicative valuation
- Compare funds
- Trace transaction order status
- Acquire the latest marketing information on unit trust investment

What’s more, customers may make use of the Cyberfund Centre’s Trade Basket function to store or retrieve pending transaction instructions for further processing. In addition, customers can browse the Fund Knowledge Corner for fund investment fundamentals.

“We at BEA are pleased to offer our customers this convenient and highly secure platform for online fund trading,” said Mr. Vincent Hui, Head of BEA’s e-Distribution Department.

Mr. Nicholas Leung, BEA’s Head of Investment Product Support Department said, “Given the dynamic nature of the investment market, the Cyberfund Centre is a highly effective solution that allows investors to select from a wide range of professionally managed funds of varying risk levels and react to the latest market development at the click of a mouse.”

In celebration of the official launch of the Cyberfund Centre's online trading service, BEA is offering the following special rewards to customers who subscribe to funds via the Cyberfund Centre during the promotional period from now until 31<sup>st</sup> March, 2008:

1. 2% net subscription fee for selected funds
2. Fund subscription reward up to HK\$300 for first-time online subscribers

Subscription amount (HK\$)	Investment bonus (HK\$)
\$50,000 – \$99,999	\$100
\$100,000 or above	\$300

3. Special accumulative subscription rewards

Accumulative subscription amount (HK\$)	Investment reward
\$200,000	2GB USB Flash Memory Stick
\$500,000	Contemporary 7" Digital Photo Frame

For more information on the Cyberfund Centre and these promotional offers, please visit any BEA branch or the Bank's homepage at [www.hkbea.com](http://www.hkbea.com) or the Cyberbanking website at [www.hkbea-cyberbanking.com](http://www.hkbea-cyberbanking.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 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***