

For Immediate Release

BEA Launches Special Kid Master Promotion for the Lunar New Year
Members Can Enjoy Many Exclusive Offers and Privileges

Hong Kong, 12th February, 2008 – The Bank of East Asia (“BEA”) today announces the launch of its special Kid Master promotion for the Lunar New Year. From now until 30th April, 2008, customers will receive two Häagen-Dazs Single Scoop Vouchers when becoming new Kid Master members by opening a Kid Master Savings Account with a minimum initial deposit of HK\$1,000.

What’s more, new or existing members who successfully enrol in an Education Savings Insurance or Target Savings Insurance plan during the promotional period and meet the prescribed premium amounts will receive cash coupons worth up to HK\$8,800 from PARKnSHOP, IKEA, or Tung Fong Hung plus a Panasonic Hello Kitty Desk Lamp worth an additional HK\$360.

Mr. Tong Hon-shing, BEA’s General Manager & Head of Personal Banking Division said, “Becoming a Kid Master member is an excellent idea for any child who wants to set aside red packet money for the future. In addition to helping children grow their money, we educate them by introducing important financial concepts to them in a fun and highly effective way. Through Kid Master, we educate children about the importance of good financial planning, while helping parents ensure that they can meet the financial needs of their children down the road.”

Kid Master is BEA’s comprehensive children plan that includes:

- Kid Master Savings Account
- A variety of optional insurance plans, such as Education Savings Insurance, Target Savings Insurance, Superior Medical Insurance, and Hospital Medical Insurance
- Cyberbanking, the Bank’s award-winning electronic banking service
- A wide range of member offers and privileges on medical check-up plans, wealth management products

To become a Kid Master member, please visit any BEA branch. For more information, please call BEA’s Customer Service Hotline on (852) 2211 1311 or visit the Bank’s homepage 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 HK\$343.2 billion (US\$43.9 billion) as at 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