

For Immediate Release

BEA Launches Savings Express Insurance
Customers Enjoy High Potential Returns and Extensive Protection

Hong Kong, 4th March, 2008 – The Bank of East Asia (“BEA”) today announces the launch of Savings Express Insurance (the “Plan”), a comprehensive protection and savings plan that features a premium payment period of just three years, and a wide range of benefits. The Plan also offers customers potentially high returns.

“We are committed to offering our customers in Hong Kong a broad range of quality insurance products that caters to their diverse needs,” said Mr. Patrick Wan, Managing Director of BEA Life Limited. “It is with this mission that the Savings Express Insurance has been designed and developed, to give our customers a plan that can help them maximise their savings potential while they enjoy guaranteed benefits and potential returns, as well as ample protection along the way.”

Savings Express Insurance offers customers a choice of two level premium payment periods of 3 or 6 years for which they can enjoy savings and protection for 8 or 12 years respectively. Potential returns can be as high as 159%¹.

In addition to the life protection embedded in the Plan, customers can also enjoy extra protection including an Accidental Death Benefit and Accidental Daily Hospital Cash Benefit at no additional cost. In the event of accidental death, apart from the guaranteed death benefit, an additional accidental death benefit equal to 25% of the guaranteed death benefit will be paid to the beneficiaries. If an insured person is hospitalised due to an accident, a daily cash benefit will be paid up to a maximum of 90 days² per accident. This benefit applies to hospital confinement worldwide.

Ms. Connie Chan, Head of BEA’s Bancassurance Department, said “Savings Express Insurance not only offers customers a safety net of life and hospitalisation protection, but also a fast-track opportunity to build up their desired wealth, with no requirements related to their health or financial status at the time of enrolment. The Plan is definitely an effective solution for customers who want to take positive steps towards achieving their life goals.”

During the promotional period starting now, customers who successfully enrol in a Savings Express Insurance or other designated BEA Life Insurance Series plan, and meet the specified premium payment requirements will receive cash coupons worth up to HK\$8,800.

For more information, please call the BEA Insurance Service Hotline on 3608 2928, or visit any BEA branch or the Bank’s insurance webpage at www.hkbea.com/insurance.

¹ Projected total cash value (guaranteed cash value plus maturity dividend) is based on the 6-year pay plan.

² The maximum benefit period for hospital confinement in mainland China is 7 days per accident.

About BEA Life Limited

BEA Life Limited is a wholly-owned subsidiary of BEA and serves as the Bank's life insurance arm. BEA Life provides a full range of life insurance products and services including whole life, endowment, annuity, term plans, and investment-linked products. In addition, the company offers retirement and medical savings plans with varying features and scopes of coverage to meet the diverse needs of its customers.

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\$394 billion (USD50.51 billion) as of 31st December, 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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