

For Immediate Release

**BEA Celebrates the Opening of its East Tsim Sha Tsui Branch,
SupremeGold Centre, and Securities Services Centre**

Hong Kong, 17th March, 2008 – The Bank of East Asia (“BEA”) has today celebrated the opening of its East Tsim Sha Tsui Branch, SupremeGold Centre, and Securities Services Centre by holding a ribbon cutting ceremony and cocktail reception at the new branch. BEA Director and officiating guest of honour, Dr. William Mong Man-wai, 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 celebration.

"We at BEA take great pleasure in unveiling our new East Tsim Sha Tsui Branch, SupremeGold Centre, and Securities Services Centre in one of the busiest commercial areas in Kowloon," said Dr. Li. "Our new location will enhance our ability to serve our customers in the area, and to reach out to new customers." BEA currently operates a total of 91 branches and 46 SupremeGold Centres throughout Hong Kong, one of the largest networks of any bank in Hong Kong.

Formerly located in Houston Centre, the new East Tsim Sha Tsui Branch gives retail and commercial banking customers convenient access to BEA's comprehensive banking and financial services. And, with a total floor area of 5,390 square feet, the spacious branch and adjacent SupremeGold Centre and Securities Services Centre also provide customers with a comfortable banking environment.

Highly personalised wealth management services are available at the new East Tsim Sha Tsui SupremeGold Centre, which offers a wide range of personal financial and investment services including investment funds, linked deposits, securities trading, currency trading, insurance, consumer loans, mortgage loans, and much more.

Located on the ground floor of the East Ocean Centre (Shops G3 - G5, G21, G22A, G24, and G25), 98 Granville Road, Tsim Sha Tsui, the East Tsim Sha Tsui Branch, SupremeGold Centre, and Securities Services Centre are open for business from 9:00 a.m. to 5:00 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. Salina Lam Mei-yee, on (852) 3609 2638.

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 (US\$50.51 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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BEA – Serving customers through one of Hong Kong's largest banking networks, with over 130 branches and SupremeGold Centres around town