

For Immediate Release

BEA Life Launches Its Critical Illness Insurance Series

Customers Enjoy Complete Protection against 46 Critical Illnesses and More

Hong Kong, 9th April, 2008 – The Bank of East Asia (“BEA”) today announces that its wholly-owned subsidiary, BEA Life Limited (“BEA Life”), has launched a series of critical illness insurance solutions including its protection-oriented **Critical Illness 10-Year Term Insurance** plan and its savings-focused **Critical Illness Savings Insurance** plan, to help customers create their financial “safety nets” as early as possible.

“Anyone can contract a life-threatening illness at anytime, and the associated medical costs can be staggering,” said Mr. Patrick Wan, Managing Director of BEA Life. “This fact has recently prompted the Hong Kong government to issue its healthcare financing reform proposal, which urges people to start preparing themselves for future medical expenses. To support the needs of the market, we at BEA Life are pleased to have designed, and to launch, these two plans, which will help our customers ensure that they are ready for virtually any eventuality,” he added.

Critical Illness 10-Year Term Insurance is a straight protection plan, which is suitable for customers whose ultimate goal is to protect themselves against the critical illnesses with life coverage. The plan is guaranteed renewable up to the age of 80.

Critical Illness Savings Insurance is a level premium payment plan that not only provides comprehensive coverage against critical illnesses and life protection, but also offers potential return on savings. Upon policy maturity, customers have the option to withdraw the guaranteed cash value and special dividend (if any) embedded in the policy or to retain the lump sum in the policy to accumulate interest, depending on their financial plans.

With protection against 46 critical illnesses, the two plans also feature a revival privilege, which allows customers to restore life coverage, even if they have already made a claim for a critical illness, as well as free professional counselling service for bereaved beneficiaries of the deceased insured and for those insured stricken by critical illnesses to help them recover from the psychological pain. Two optional benefits, the 10-Year Renewable Term Insurance Rider and the Female Protection Benefit Rider, are also available to give customers extended coverage and extra peace of mind.

Ms. Connie Chan, Head of BEA's Bancassurance Department, said, "Customers can enjoy complete protection simply by paying an annual premium as low as HK\$1,000 – just HK\$83 dollars a month. Our critical illness insurance series is ideal for customers who want to complete premium payments within a fixed period, at the time when they possess strong and stable earning power, and enjoy comprehensive protection up to the age of 80."

From now until 30th June, 2008, customers who successfully enrol in Critical Illness Savings Insurance with a first year annualised premium of HK\$10,000 or above will receive a blood pressure meter. A lightweight thermal mug will be offered to those enrolling in Critical Illness 10-Year Term Insurance. In addition, customers who 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.

About BEA Life Limited

BEA Life 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 (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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