

**For Immediate Release****BEA Announces Exclusive Offers for SupremeGold Customers**

**Hong Kong, 23<sup>rd</sup> April, 2008** – The Bank of East Asia (“BEA”) today announces a series of exclusive offers for new-to-bank and existing SupremeGold customers. All new-to-bank customers who join SupremeGold on or before 31<sup>st</sup> July, 2008 will receive HK\$500 in BEA Credit Card free spending credit as a welcome gift, plus a waiver of the SupremeGold monthly service fees for the first year and the subscription fee for eIPO applications submitted via Cyberbanking.

Upon acceptance of their pre-approved BEA PLATINUM Card, new-to-bank SupremeGold customers will receive Sogo Gift Certificates worth HK\$400, as well as a perpetual annual fee waiver. These customers will also receive a cash bonus of up to HK\$3,000 when depositing their salary via auto payroll into their SupremeGold Account. What’s more, they will be entitled to enjoy an extra-low subscription fee of just 2% on selected unit trusts/mutual funds, and a 15% discount on Travel Protection Insurance, Annual Travel Insurance, Household Protection Insurance, and Domestic Helper Protection Insurance.

Both new and existing SupremeGold customers can enjoy up to 1% p.a. bonus interest on HKD time deposits. In addition, during the promotional period from now until 31<sup>st</sup> July, 2008, SupremeGold customers who spend a total of HK\$200,000 or more on selected investment and life insurance products will receive one of the following special rewards:

Total amount spent (HK\$ or equivalent)	Special reward
8,000,000 or above	Panasonic 50” Full HD Plasma worth HK\$33,800
6,000,000 – 7,999,999	Panasonic 42” Full HD Plasma worth HK\$22,800
4,000,000 – 5,999,999	Panasonic Full HD Video Camera worth HK\$9,580
200,000 – 3,999,999	Fortress Cash Coupons worth HK\$200 for every HK\$200,000 spent

For complete details on these offers, please refer to the promotional flyer available at any BEA branch or SupremeGold Centre, or visit BEA’s homepage at [www.hkbea.com](http://www.hkbea.com).

## About SupremeGold

As BEA's wealth management service, SupremeGold has been designed to help customers grow their wealth through flexible financial services and investment tools. SupremeGold customers enjoy the convenience of integrated account services, as well as a wide array of exclusive benefits on many banking and investment services including BEA PLATINUM Card, time deposits, unit trusts/mutual funds, consumer finance, mortgage loans, and insurance. Each customer is assigned a highly experienced Relationship Manager who fully understands his/her personal financial needs and investment objectives. Customers can also expect quick and professional service at specially designated SupremeGold Centres and SupremeGold Counters in Hong Kong and China. At present, there are 46 SupremeGold Centres conveniently located in Hong Kong.

## 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 31<sup>st</sup> 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](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***