

**For Immediate Release**

**BEA and UA Unveil the BEA IMAX Theatre**  
*Cardholders Also Enjoy Exclusive Offers, Privileges, and More*

**Hong Kong, 5<sup>th</sup> May, 2008** – The Bank of East Asia (“BEA”) and UA Cinema Circuit Ltd (“UA”) have today unveiled the new name of the IMAX Theatre in Kowloon East – the BEA IMAX Theatre. In celebration of today’s event, BEA and UA have held a naming ceremony officiated by BEA’s Chairman & Chief Executive, Dr. David K.P. Li, and the Chairman of UA’s parent company, Lark International Holdings Limited, Mr. Stanley Ko. BEA also introduced its latest BEA Credit Card features and offers at the ceremony, which was followed by the gala premiere of the highly anticipated movie, SPEED RACER.

The unveiling of the BEA IMAX Theatre is the result of the deeper partnership between two well established brands, UA, a major cinema exhibitor in Hong Kong, and BEA, Hong Kong’s largest independent local bank. Last year, BEA Credit Card partnered with UA to provide exclusive discounts and offers to cardholders. Riding on the success of their partnership, BEA and UA have further extended the benefits available to customers by creating the BEA IMAX Theatre, thereby bringing customers “the world’s most immersive movie experience” as well as a wide range of exclusive offers.

Speaking at the naming ceremony, Dr. Li said, “We at BEA are continuously seeking ways to enhance our value to our customers. The naming of the BEA IMAX Theatre and the introduction of our latest credit card offers reflect our commitment to our customers, and to providing best-in-class services.”

Mr. Stanley Ko said, “Today is not only a milestone for BEA and UA, but also for the local cinema industry. The naming of the BEA IMAX Theatre is an excellent example of the synergy between the entertainment business and financial sector, as well as the boundless potential of our industry. We highly appreciate the dedicated support of BEA to UA and the cinema industry.”

During the naming ceremony, BEA also introduced stylish new card face designs for its Classic, Gold, and VISA PLATINUM Cards. Under the theme, “Explore and Experience”, BEA also launched a series of exclusive features and offers for cardholders supported by new advertising campaigns to promote BEA Credit Card’s non-stop 365-day, year-round offers on dining and entertainment which include:

- Exclusive offers at UA Cinemas and the BEA IMAX Theatre including a year-round 10% discount on movie tickets, a waiver of the handling fee when purchasing the tickets online or by phone, and free ticket promotions on a regular basis.
- The latest FLY&DINEClub promotion – a 3% cash rebate on worldwide dining and overseas spending for its PLATINUM Cardholders.
- Dining offers from over 100 local merchants.

The BEA IMAX Theatre is located at MegaBox in Kowloon Bay. For more information on the BEA IMAX Theatre, please visit [www.uacinemas.com.hk](http://www.uacinemas.com.hk). To learn more about BEA Credit Card's newest offers, please visit any BEA branch or the Bank's homepage at [www.hkbea.com](http://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\$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.

BEA currently operates more than 200 outlets worldwide, including over 130 branches and SupremeGold Centres in Hong Kong, 60 outlets in Greater China, and an extensive international network covering the United States, Canada, the United Kingdom, the British Virgin Islands, and Southeast Asia. For more information on BEA, please visit the Bank's homepage at [www.hkbea.com](http://www.hkbea.com).

### **UA Cinema Circuit Limited**

The Lark Group introduced UA Cinemas to Hong Kong in 1985 with the opening of UA Shatin. Today UA Langham Place and UA Times Square rank in the top 5 box-office grossing cinemas in Hong Kong. UA operates 9 premiere cinemas with 42 screens, including the first and exclusive IMAX Theatre (now named BEA IMAX Theatre), situated in prime locations in Hong Kong.

### **About IMAX Corporation**

IMAX Corporation is one of the world's leading entertainment technology companies, specialising in digital and film-based motion picture technologies. The worldwide IMAX network is among the most important and successful theatrical distribution platforms for major event Hollywood films around the globe, with IMAX theatres delivering the world's best cinematic presentations using proprietary IMAX, IMAX<sup>®</sup> 3D, and IMAX DMR<sup>®</sup> technology. IMAX DMR is the Company's groundbreaking digital remastering technology that allows it to digitally transform virtually any

conventional motion picture into the unparalleled image and sound quality of The IMAX Experience<sup>®</sup>. IMAX's renowned projectors display crystal-clear images on the world's biggest screens, and the IMAX brand is recognised throughout the world for extraordinary and immersive entertainment experiences for consumers. As of 31<sup>st</sup> December, 2007, there were 299 IMAX theatres operating in 39 countries.

IMAX<sup>®</sup>, IMAX<sup>®</sup> 3D, IMAX DMR<sup>®</sup>, IMAX Experience<sup>®</sup>, IMAX 3D Experience<sup>®</sup> are trademarks of IMAX Corporation. More information on the Company can be found at [www.imax.com](http://www.imax.com).

– End –

For press enquiries, please contact:

Ms. Christine Lo  
Head of Card Services Department  
Personal Banking Division, BEA  
Tel: (852) 3608 2028  
Email: [locwy@hkbea.com](mailto:locwy@hkbea.com)

Ms. Tammy Tsui  
UA Cinema Circuit Ltd.  
Tel: (852) 2738 4541 / 9212 6491  
Email: [tammytsui@uacc.com.hk](mailto:tammytsui@uacc.com.hk)