

For Immediate Release

**BEA Offers New Auto Payroll Customers
Cash Bonus of up to HK\$3,000 and Other Rewards**

Hong Kong, 5th May, 2008 - The Bank of East Asia (“BEA”) today announces a special promotional programme for new auto payroll customers. Customers who register on or before 31st December, 2008 and successfully arrange for their salary to be deposited into their BEA account by auto payroll will receive a guaranteed cash bonus of up to HK\$3,000*. The cash bonus is calculated based on 3% of a customer’s monthly salary and will be awarded to the customer in the form of free credit card spending.

BEA’s General Manager & Head of Personal Banking Division, Mr. Tong Hon-shing, said, “We at BEA are delighted to launch our auto payroll promotion again this year. The programme has always been well received by the market, as customers can enjoy a cash bonus of up to HK\$3,000 simply by becoming auto payroll customers. Customers also soon discover that the benefits of banking with BEA extend far beyond the offers available in our auto payroll promotion; BEA customers enjoy a comprehensive range of banking and financial services and access to one of the most extensive branch networks in Hong Kong.”

In addition to the cash bonus, new and existing auto payroll customers can enjoy other special offers including a waiver of the ATM card annual fee and the minimum account balance requirement. Customers are also entitled to enjoy an extra-low subscription fee of just 2% on selected unit trusts/mutual funds, and a 15% discount on selected insurance plans including Household Protection Insurance, Domestic Helper Protection Insurance, and Travel Protection Insurance. What’s more, pre-approved revolving standby credit/overdraft facilities and a pre-approved BEA Credit Card are also available to customers who register in the programme.

For more information on these offers, please call BEA’s Customer Service Hotline on (852) 2211 1333 or visit any BEA branch.

*To qualify for the cash bonus, customers must have their salary deposited via auto payroll into their BEA account for three consecutive months within six months from the date of registration.

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\$349 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