

For Immediate Release

BEA Wins 2008 SME's Best Partner Award

Hong Kong, 7th May, 2008 – The Bank of East Asia (“BEA”) today announces that it has won the 2008 SME’s Best Partner Award organised by The Hong Kong Chamber of Small and Medium Business Ltd, a non-profit organisation established to represent and protect the interests of small and medium-sized enterprises (“SMEs”) in Hong Kong.

The award was bestowed upon BEA in recognition of the Bank’s outstanding contributions to SMEs in Hong Kong. Ms. Mimi Kam, Head of BEA’s Business Development Department, accepted the award on behalf of the Bank at the “12th Anniversary of HKCSMB and 2008 Awards Ceremony of the Best SME Awards” at the Convention Hall, Hong Kong Convention and Exhibition Centre on 2nd May, 2008.

According to Mr. Adrian M.K. Li, BEA’s General Manager & Head of Corporate Banking Division, “BEA has always been committed to serving local SMEs. Over the years, we have worked closely with our business clients, providing a wide range of banking and financial solutions to meet virtually every need. Today, many locally-owned enterprises can look back on their relationship with BEA as one of the keys to their success.”

BEA designs flexible, tailor-made packages for its business clients based on individual requirements and financial objectives. BEA’s comprehensive commercial banking services include trade finance, machinery finance, electronic banking, MPF, general insurance, and company secretarial services.

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 220 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