

For Immediate Release

BEA Provides Tailor-made Share Margin Financing

Customers Can Enjoy a Preferential Interest Rate or 50% Interest Rebate

Hong Kong, 2nd June, 2008 – The Bank of East Asia (“BEA”) today announces the launch of a programme to promote Share Margin Financing offered by BEA’s wholly-owned stock broking arm, East Asia Securities Co. Ltd. (“EAS”).

From now until 15th July, 2008, customers who successfully open new share margin trading accounts will receive a preferential interest rate as low as 0.5% below the rate currently offered by other Exchange Participants. Alternatively, customers may choose to receive a 50% rebate on the same interest rate offered by other Exchange Participants for three consecutive months. In addition, customers will be awarded 20,000 BEA Credit Card Bonus Points if they execute a transaction through their newly opened share margin trading accounts on or before 31st August, 2008. Existing EAS clients who successfully refer new clients to open share margin trading accounts with EAS will also enjoy a 50% brokerage commission rebate for three consecutive months, plus 20,000 BEA Credit Card Bonus Points.

EAS’ Share Margin Financing enables customers to use their investment capital more effectively and efficiently, as they can leverage up to four times their investment capital. Margin customers can also enjoy the convenience of EAS’ highly secure Online Dealing Platform to obtain real-time stock quotes, place orders, check margin loan balances, and view stock holding positions.

To learn more about Share Margin Financing and the terms and conditions of the promotion, please visit any BEA Securities Services Centre or EAS outlet, or the EAS homepage at www.easecurities.com.hk.

About East Asia Securities Co. Ltd.

Incorporated in Hong Kong in 1985, EAS is a wholly-owned subsidiary of BEA and serves as the Bank’s stock broking arm. EAS provides a full range of securities services including broking services for Hong Kong-listed stocks, China B Shares and stock options, margin financing, Initial Public Offering (“IPO”) applications, staggling loans for IPOs, and nominee services to cater to the diverse needs of its customers.

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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