

For Immediate Release**BEA Introduces New “Right for You” Instalment Loan/Revolving Loan**
Offers Include Low Interest Rates and “Full Interest Rebate” Lucky Draw

Hong Kong, 24th July, 2008 – The Bank of East Asia (“BEA”) today announces a new “Right for You” Instalment Loan and Revolving Loan, as well as a lucky draw for customers.

Instalment Loan

The new “Right for You” Instalment Loan offers a highly competitive interest rate as low as 0.2572% per month flat with an annualised percentage rate (“APR”) of 4.48%. Customers can enjoy an interest-free trial period for the first 2 months, during which they are not required to make any repayments and may opt to settle the loan in full without incurring an early settlement charge. Customers who repay the loan according to the prescribed repayment terms will also receive an arrangement fee rebate. Professionals can receive high loan amounts of up to HK\$1,000,000 or 8 times their monthly salary (whichever is lower) and general customers can enjoy up to HK\$500,000.

Revolving Loan

The Revolving Loan offers customers a special low interest rate of just 4.88% for 8 months for all credit limits. Customers who apply now will also enjoy a waiver of the arrangement fee for the first year and a perpetual waiver of the facility’s withdrawal fee. Credit limits are available up to HK\$500,000 or 8 times a person’s monthly salary (whichever is lower). The minimum monthly repayment amount is only 2% of the outstanding overdraft balance (min. HK\$50).

“Full Interest Rebate” Lucky Draw

From now until 18th November, 2008, customers who successfully apply for and draw an Instalment Loan will be entered into the “Full Interest Rebate” lucky draw. A total of 10 winners will be drawn and each winner will receive a full interest rebate on his Instalment Loan up to HK\$10,000. The higher the amount a customer draws, the more chances he will have to win.

In addition, those who successfully open both an Instalment Loan account and a Revolving Loan account during the promotional period will receive double the number of lucky draw chances up to a total of 10 chances.

Customers are welcome to apply online or via SMS on 6333 9299. For more information on BEA's "Right for You" Instalment Loan and Revolving Loan, please refer to the Appendix or call the Enquiry Hotline on 2211 1211. You may also visit any BEA branch or Personal Loan Centre, or the Bank's homepage at 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 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

Appendix

Instalment Loan - Monthly Repayment Table (Based on a 12-month repayment period)

Loan amount (HK\$)	Monthly instalment amount ¹ (HK\$) for every loan amount of HK\$10,000/APR ¹	
	Professionals ² or Customers with a Credit Score ³ of Grade E or above	General Customers
10,000 – 19,999	889.62 / 9.90%	892.40 / 10.40%
20,000 – 49,999	874.47 / 7.20%	877.17 / 7.68%
50,000 – 149,999	867.01 / 5.88%	869.27 / 6.28%
150,000 – 299,999	861.05 / 4.83%	864.85 / 5.50%
300,000 – 1,000,000 ⁴	859.05 / 4.48%	863.44 / 5.25%

Revolving Loan – Interest Rate Table

Credit limit (HK\$)	Annual interest rate		APR ⁵
	First 6 months, 13 th and 14 th month	Month 7 onwards (Standard interest rate)	
10,000 – 19,999	4.88%	12.50%	12.04%
20,000 – 49,999		9.80%	9.48%
50,000 – 99,999		8.00%	7.81%
100,000 – 299,999		7.50%	7.36%
300,000 – 500,000		6.50%	6.45%

¹ The Annualised Percentage Rate (“APR”) is calculated according to the standard method set out in the Code of Banking Practice. APRs already reflect the Trial Period and the rebate of the arrangement fee. Both APRs and monthly repayments are rounded up or down to the nearest 2 decimal places. Please note that actual APRs and monthly repayments may differ.

² Professionals include doctors, accountants, solicitors, architects, surveyors, engineers, civil servants of Master Pay Scale Point 34 or above, and senior executives with a monthly basic salary of HK\$45,000 or above. The Bank of East Asia, Limited (“BEA”) reserves the right at its sole discretion to define the meaning of “Professionals”.

³ A credit score refers to the Credit Management Score in a customer’s credit report prepared by TransUnion Limited, which will be obtained by BEA upon loan application.

⁴ A loan amounts of HK\$500,001 - \$1,000,000 is available to professionals only.

⁵ The APR is calculated according to the standard method set out in the Code of Banking Practice, and is rounded up or down to 2 decimal places.

Remark: The above information is for reference only. BEA reserves the right to vary or cancel any of the above offers and/or amend or alter these terms and conditions at any time without prior notice. In the event of any dispute, the decision of BEA shall be final and conclusive.