

For Immediate Release

BEA China Awards RMB350,000 to Olympic Gold Medallist, Zhong Man

Hong Kong, 29th August, 2008 – The Bank of East Asia (China) Limited (“BEA China”), a wholly owned subsidiary of The Bank of East Asia (“BEA”), has today announced that it will award RMB350,000 to Mr. Zhong Man, the winner of the gold medal in the men’s individual sabre competition at the 2008 Beijing Olympic Games.

On 12th August, 2008, Mr. Zhong defeated Mr. Nicolas Lopez of France to win the men’s individual sabre gold. In doing so, he became the first Chinese fencer to win an Olympic fencing gold medal since the 1984 Los Angeles Olympic Games.

Representatives of BEA China, the main sponsor of the Chinese National Fencing Team, congratulated Mr. Zhong and his team mates soon after Mr. Zhong’s victory, as it meant the team achieved its goal of securing Olympic gold.

Commenting on the success of Mr. Zhong and the Chinese team, Mr. Chan Kay-cheung, Vice Chairman of BEA China, said, “We are extremely proud of Zhong Man’s exceptional performance at the Beijing Olympic Games. As the main sponsor of the Chinese National Fencing Team, we admire the team’s talent, hard work, and dedication. Through our partnership with the National Fencing Team, we hope to contribute to the long-term development of fencing in China and help the country achieve even greater success in the future.”

About BEA in China

BEA China operates one of the most extensive branch networks of any China-incorporated foreign bank authorised to operate on the mainland.

Headquartered in Shanghai, BEA China has a network of 56 outlets that includes 16 branches and 39 sub-branches in Shanghai, Shenzhen, Xiamen, Guangzhou, Zhuhai, Dalian, Xi’an, Beijing, Chengdu, Hangzhou, Chongqing, Qingdao, Shenyang, Wuhan, Nanjing, and Tianjin. BEA China is authorised to provide a full range of personal and corporate banking services as well as overseas investment services to all customers, including local residents and enterprises. BEA China also provides agency services for general and life insurance products. For more details on BEA China, please visit www.hkbea.com.cn.

In addition to the BEA China network, BEA also operates a branch in Shanghai, through which it conducts its foreign exchange wholesales banking business. BEA also operates three representative offices in Fuzhou, Suzhou, and Dongguan.

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\$396.7 billion (US\$50.85 billion) as of 30th June, 2008. 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 230 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