

For Immediate Release

BEA Launches Online Donation Services

Patrons Can Conveniently Donate to 46 Charitable Organisations

Hong Kong, 3rd November, 2008 - The Bank of East Asia (“BEA”) and the Hong Kong Council of Social Service (“HKCSS”) have today held a special presentation ceremony to commemorate the launch of BEA’s Online Donation Services, a special electronic banking package developed by BEA for charitable organisations in Hong Kong.

Dr. David K.P. Li, Chairman & Chief Executive of BEA, The Hon. Bernard Chan, Chairperson of HKCSS, and Ms. Christine Fang, Chief Executive of HKCSS officiated at the ceremony.

BEA’s Online Donation Services help facilitate the collection of charitable donations online. Through BEA’s Payment Gateway Service, patrons can conveniently make online donations to charitable organisations using credit cards. In addition, all BEA account holders who have registered for the Bank’s electronic banking service, Cyberbanking, can make one-time or regularly scheduled donations anytime, anywhere via CyberDonation.

The 46 beneficiary charitable organisations include a wide range of social services such as medical services, health care, rehabilitation, children care, elderly services, family services, employment development, environmental protection, education, and more.

In his keynote speech, Dr. Li said, “BEA’s special service package will allow member agencies to execute an effective, broad-based appeal campaign. And because all payments are handled electronically, precious staff resources that were once devoted to recording and banking cheques, can now be deployed in more productive ways.”

The Hon. Bernard Chan, Chairperson of HKCSS, said: “Online donation saves time for donors and cuts admin costs for NGOs. It will also help bring the charities closer to their donors and the public. During a time of economic hardship, the disadvantaged need our support more than ever. BEA’s donation helps remind everyone that companies and individuals can contribute in many ways – not just through money, but through voluntary effort or through offering in-house facilities and skills.”

For a list of the beneficiary charitable organisations, please refer to the attached Appendix.

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\$396.6 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.

BEA currently operates more than 230 outlets worldwide, including over 130 branches and SupremeGold Centres in Hong Kong, more than 60 outlets in Greater China, and an extensive international network covering 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.

About The Hong Kong Council of Social Service (HKCSS)

The Hong Kong Council of Social Service is an umbrella organisation of 354 Agency Members that are providing over 90% social welfare services. The Council, together with its Agency Members, promotes the betterment of social welfare development in Hong Kong, facilitates cross-sectoral partnership, advocates equality, justice, social integration, and a caring society, setting the local welfare sector as a model of excellence in the international community.

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Appendix

List of Beneficiary Charitable Organisations

- 1 Against Child Abuse Limited
- 2 Barnabas Charitable Service Association Limited
- 3 Boys' & Girls' Clubs Association of Hong Kong, the
- 4 Boys' Brigade, Hong Kong, the
- 5 Chi Heng Foundation Limited
- 6 Child Development Centre, the
- 7 Children's Cancer Foundation
- 8 Christian Family Service Centre
- 9 Employees' Safety, Training & Rehabilitation Services Limited
- 10 Free Methodist Church Hong Kong, the
- 11 Friends of the Earth (HK) Charity Limited
- 12 Hans Andersen Club Limited
- 13 Haven of Hope Christian Service
- 14 Heep Hong Society
- 15 Hong Kong Association for Cleft Lip and Palate
- 16 Hong Kong Cancer Fund
- 17 Hong Kong Christian Service
- 18 Hong Kong Council of Social Service
- 19 Hong Kong Employment Development Service Limited
- 20 Hong Kong Federation of Handicapped Youth
- 21 Hong Kong Federation of Women's Centres
- 22 Hong Kong Playground Association
- 23 Hong Kong Single Parents Association

- 24 Hong Kong SKH Lady MacLehose Centre
- 25 Hong Kong Society for Rehabilitation, the
- 26 Hong Kong Society for the Deaf, the
- 27 Hong Kong Young Women's Christian Association
- 28 International Christian School
- 29 International Social Service Hong Kong Branch
- 30 Kwun Tong Methodist Social Service
- 31 Lions Kidney Educational Centre & Resource Foundation
- 32 Playright Children's Play Association
- 33 Produce Green Foundation
- 34 Rehabaid Society
- 35 Richmond Fellowship of Hong Kong
- 36 Ronald McDonald House Charities of Hong Kong
- 37 Samaritan Befrienders Hong Kong
- 38 Sheng Kung Hui St Christopher's Home Limited
- 39 Society for the Promotion of Hospice Care, the
- 40 Society of Rehabilitation and Crime Prevention, Hong Kong, the
- 41 Suicide Prevention Services
- 42 United Christian Nethersole Community Health Service
- 43 Wai Ji Christian Service
- 44 Watchdog Limited
- 45 World Wide Fund Hong Kong
- 46 Yan Chai Hospital