

For Immediate Release

BEA Offers Bonus Interest Rates on Time Deposits and Other Special Rewards

Hong Kong, 3rd November, 2008 – To thank customers for their support and patronage, The Bank of East Asia (“BEA”) today announces bonus interest rates on time deposits and other attractive rewards. These offers are available to both existing and new customers from now until 31st December, 2008.

Customers can enjoy a 0.5% p.a. bonus interest rate when placing a 1-6 month time deposit with new funds and a 0.625% p.a. bonus interest rate when renewing their time deposits during the specified promotional period. An extra supermarket cash coupon worth HK\$100 will be given to customers for every deposit of HK\$1,000,000 with a tenor of at least 3 months. There is no limit to the number of cash coupons that a customer can receive.

In addition, customers who open one of the following three integrated accounts as new customers* with new funds will also receive up to HK\$1,000 in BEA Credit Card free spending credit plus another reward:

Type of Integrated Account	Welcome Gift (Free Spending Credit)	+	Reward Upon Successful Credit Card Application
SupremeGold Account	HK\$600	+	HK\$400 in Sogo Gift Certificates
Supreme Account	HK\$200	+	HK\$300 in Sogo Gift Certificates
i-Account	HK\$100	+	Current credit card welcome offers

* “New customers” are those customers who have not held a deposit or integrated account with BEA within the six months preceding the date of account opening.

BEA’s General Manager & Head of Personal Banking Division, Mr. Tong Hon-shing, said, “To thank our customers for choosing BEA as their bank, we are delighted to launch this special promotion. By offering two of the most attractive time deposit rates in town, we are helping customers enjoy greater returns as well as relatively low risks. We also encourage customers to open one of the designated integrated accounts with us, so they can enjoy an even wider range of value-added services and privileges.”

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For complete details on these offers, please refer to the promotional leaflet available at any BEA branch, call BEA's Customer Service Hotline on (852) 2211 1333, or visit BEA'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\$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.

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