

For Immediate Release

BEA Life Launches Two Savings Insurance Plans
Customers Enjoy Savings plus Rewards and Comprehensive Protection

Hong Kong, 19th January, 2009 – The Bank of East Asia (“BEA”) today announces that its wholly-owned subsidiary, BEA Life Limited (“BEA Life”), has launched two savings insurance plans, 3-Year Quick Savings Insurance and 8-Year Smart Savings Insurance, which both offer comprehensive protection and attractive guaranteed returns.

“In face of the current economic conditions, customers tend to be more cautious and are looking for solutions with stable and guaranteed returns,” says Mr. Patrick Wan, Managing Director of BEA Life. “To cater to this growing preference, we are pleased to launch two savings insurance plans to help our customers achieve their savings targets in just three or eight years while they enjoy comprehensive protection,” he adds.

3-Year Quick Savings Insurance and 8-Year Smart Savings Insurance are the endowment plans with guaranteed cash bonuses* and potential dividends. Customers can enjoy total potential returns of up to 122% for 3-Year Quick Savings Insurance and 115% for 8-Year Smart Savings Insurance. In view of customers’ varying financial needs and objectives, customers may select a premium payment period of three or eight years and pay their premiums in US or Hong Kong dollars. Premiums remain fixed throughout the premium payment periods. Anyone aged below 65 may apply for either plan, regardless of his or her health status.

In addition to the life protection included in the plans, customers can also enjoy extra protection including accidental death and terminal illness benefits. In the event of accidental death, apart from the guaranteed death benefit, an additional accidental death benefit equal to 25% of the guaranteed death benefit will be paid to the beneficiaries. If the insured person is diagnosed as suffering from a covered terminal illness with an estimated life expectancy of less than six months, the policyholder will receive a lump sum death benefit equal to a maximum of 125% of the total premium paid.

“Times of economic uncertainty can present new challenges to customers and their savings goals,” says Ms. Connie Chan, Head of BEA’s Bancassurance Department. “With fixed premium plans, people can manage their expenditures more effectively and stay on track, while they enjoy total protection at the same time,” she explains.

* The guaranteed cash bonus is only applicable to policies denominated in US dollars.



From now until 31st March, 2009, customers who successfully enrol in 3-Year Quick Savings Insurance or 8-Year Smart Savings Insurance, and meet the specified premium payment requirements will receive a free medical check-up and a 40% discount on a medical check-up plan for women, in addition to cash coupons worth up to HK\$8,800.

For more information, please call the BEA Insurance Service Hotline on 3608 2928, or visit any BEA branch or the Bank's bancassurance webpage at www.hkbea.com/insurance.

About BEA Life Limited

BEA Life is a wholly-owned subsidiary of BEA and serves as the Bank's life insurance arm. BEA Life provides a full range of life insurance products and services including whole life, endowment, annuity, term plans, and investment-linked products. In addition, the company offers retirement and medical savings plans with varying features and scopes of coverage to meet the diverse needs of its customers.

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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