

For Immediate Release

BEA Launches Kid Master Promotion for the Year of the Ox
Members Can Enjoy Many Exclusive Offers and Privileges

Hong Kong, 29th January, 2009 – The Bank of East Asia (“BEA”) today announces the launch of its new Kid Master promotion for the Lunar New Year. From now until 30th April, 2009, customers who open a Kid Master Savings Account with an initial deposit of just HK\$1,000 will receive a Mini Monopoly game set.

In addition, new and existing members who successfully enrol in an Education Savings Insurance or Target Savings Insurance plan during the specified promotional period will receive a Monopoly Here & Now: World Edition (Electronic) game worth HK\$369.9 or Panasonic Hello Kitty Desk Lamp worth HK\$360. Members who meet prescribed premium amounts on or before 31st March, 2009 will also receive cash coupons worth up to HK\$8,800 from PARKnSHOP, IKEA, or SOGO.

Furthermore, members are entitled to receive a Kid Master Special Offer Booklet, which includes attractive discounts on various medical check-up plans and wealth management products.

“The Lunar New Year is an excellent opportunity for children to set aside red packet money for the future,” says Mr. Tong Hon-shing, BEA’s General Manager & Head of Personal Banking Division. “Our past Kid Master programmes have been very popular with parents interested in saving for their children’s future financial needs, and this year’s programme includes games that will help parents teach their children basic financial concepts in a fun and interactive way,” he adds.

Kid Master is BEA’s comprehensive children’s plan that includes:

- a Kid Master Savings Account;
- tailor-made insurance plans for children including Education Savings Insurance, Target Savings Insurance, Superior Medical Insurance, and Hospital Medical Insurance; and
- Cyberbanking, the Bank’s award-winning electronic banking service.



To become a Kid Master member, please visit any BEA branch. For more information, please call BEA's Customer Service Hotline on (852) 2211 1311 or visit 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\$396.6 billion (US\$50.85 billion) as at 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 240 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.

– End –

For press enquiries, please contact:

Mr. Simon Lau
Head of Branch Distribution Department
Personal Banking Division, BEA
Tel: (852) 3608 2388
Email: laus@hkbea.com

BEA – Serving customers through one of Hong Kong's largest banking networks, with over 130 branches and SupremeGold Centres around town.