

**For Immediate Release**

**BEA Increases Retail Presence in Cheung Sha Wan**

*New Branch, SupremeGold Centre, and Securities Services Centre  
Offer Customers a Wider Range of Services*

**Hong Kong, 23<sup>rd</sup> March, 2009** – The Bank of East Asia (“BEA”) has today celebrated the grand opening of its new Castle Peak Road Branch, SupremeGold Centre, and Securities Services Centre in Cheung Sha Wan District by holding a ribbon cutting ceremony and cocktail reception at the new branch. BEA Director and officiating guest of honour, Professor Arthur Li Kwok-cheung, was joined by BEA's Chairman & Chief Executive, Dr. David K.P. Li, and other directors and senior executives of the Bank at today's celebration.

The newly relocated and expanded branch replaces the former Castle Peak Road Branch and Shamshuipo Branch. The branch is conveniently located in Cheung Sha Wan, near the Cheung Sha Wan MTR Station and Un Chau Estate. With a total floor area of 839 sq. meters, the new outlet provides customers with convenient access to a complete range of services.

"We at BEA are pleased to increase our presence in Cheung Sha Wan District," said Dr. Li. "Through our new branch, we can now offer the local community an even wider spectrum of banking and financial services." BEA currently operates a total of 90 branches and 48 SupremeGold Centres throughout Hong Kong, one of the largest networks of any bank in Hong Kong.

Also located inside the branch is the new Castle Peak Road Branch SupremeGold Centre, which offers customers highly personalised wealth management services including investment funds, linked deposits, securities trading, currency trading, insurance, consumer loans, mortgage loans, and much more.

Located at Shop 1, G/F, One Madison, 305 Castle Peak Road, the Castle Peak Road Branch, SupremeGold Centre, and Securities Services Centre are open for business from 9:00 a.m. to 5:00 p.m. (Monday to Friday) and from 9:00 a.m. to 1:00 p.m. (Saturday). For more information on the services available, please contact the Branch Manager, Ms. Kitty Chow Kit-ching, on (852) 3609 2468.



## 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\$415.3 billion (US\$53.58 billion) as of 31<sup>st</sup> December, 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 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. For more information on BEA, please visit any BEA branch or the Bank's homepage at [www.hkbea.com](http://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***