

For Immediate Release

BEA Rolls Out China UnionPay Debit Card

Hong Kong, 26th March, 2009 – The Bank of East Asia (“BEA”) today announces the launch of the China UnionPay debit card (“CUP Card”) in Hong Kong.

With the CUP Card, customers can conveniently access full ATM services at all JETCO ATMs in Hong Kong, Macau, and Mainland China. Customers can also withdraw cash at over 550,000 China UnionPay (“CUP”) ATMs and settle payments at more than 1.6 million merchant outlets displaying the CUP symbol throughout the world, particularly in Mainland China where CUP operates the largest ATM and POS networks. In addition, customers can make payments at shops displaying the EPS symbol in Hong Kong, Macau, and Shenzhen. All ATM and POS transactions are settled in Hong Kong dollars.

Mr. Vincent Hui, Head of BEA’s e-Distribution Department, said, “The CUP Card is useful for those customers who frequently travel overseas for business or pleasure. With the CUP Card, customers can easily obtain cash in local currencies and enjoy cashless shopping worldwide.”

Customers who have a BEA HKD deposit account may apply for a CUP Card at any BEA branch. The annual fee for a CUP Card is just HK\$50. For more information on the CUP Card, please call the Bank’s ATM Card Service Hotline on (852) 2211 1818 or visit any BEA branch.

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 at 31st 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.

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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