

For Immediate Release

BEA “Extends Your Reach” in Its New Branding Platform

Hong Kong, 3rd June, 2009 – The Bank of East Asia (“BEA”) today announces the launch of its new branding platform based on the positioning, “Extending Your Reach”. The new platform reflects BEA’s ability to help customers realise their dreams by guiding them, step by step, to improve their financial prospects. Graphically, the new branding platform is represented by a soaring arc in the Bank’s corporate colours that extends to the horizon.

The platform is supported by three brand beliefs, namely “customer empowerment”, “customer oriented service”, and “integrated solutions”. “Customer empowerment” refers to BEA’s ability to help customers realise their dreams by helping them maximise their financial potential while “customer oriented service” refers to the Bank’s dedication to providing customers with tailor-made services to meet their individual needs. “Integrated solutions” represents BEA’s commitment to providing customers with holistic, balanced financial advice, which enables them to access and enjoy the Bank’s products and services effectively and efficiently.

To ensure delivery of a clear and consistent message, BEA will apply its new corporate identity to upcoming marketing materials. The new identity is now also on display at the tram shelter in front of BEA’s Head Office at 10 Des Voeux Road Central, Hong Kong. In addition to the arc, the display features the three brand beliefs at different stages in life: 1) childhood (“empowering” children to grow up), 2) adulthood (providing “integrated” banking solutions to help customers achieve their goals), and 3) golden years (“customer oriented” solutions to ensure a comfortable, worry-free retirement). The advertising concept is an extension of BEA’s 90th Anniversary ad campaign launched earlier this year, which focussed on numbers of special meaning at different stages in life.

To view the installation, please refer to the attached images.

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 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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For press enquiries, please contact:

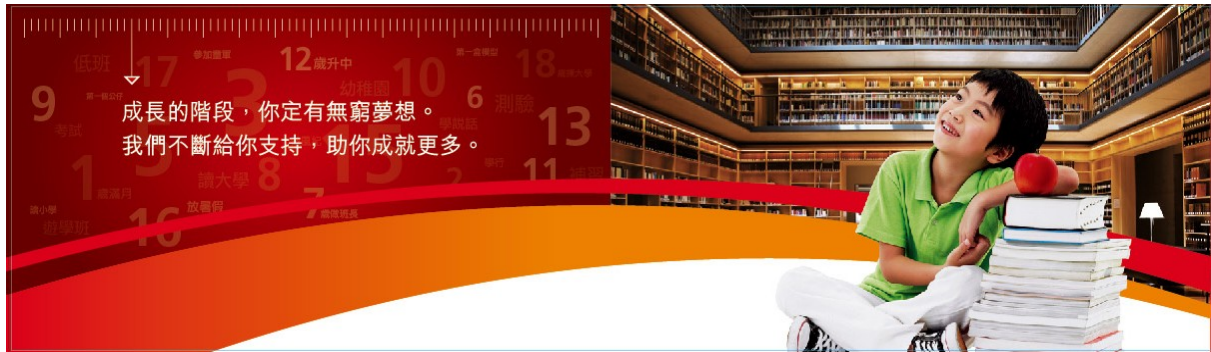
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BEA – Serving customers through one of Hong Kong’s largest banking networks, with over 130 branches and SupremeGold Centres around town



As part of its new branding platform “Extending Your Reach”, BEA has unveiled a display at the tram shelter in front of the Bank’s Head Office at 10 Des Voeux Road Central, Hong Kong.

Three brand beliefs at different stages in life



1) Childhood (“empowering” children to grow up)



2) Adulthood (providing “integrated” banking solutions to help customers achieve their goals)



3) Golden years (“customer oriented” solutions to ensure a comfortable, worry-free retirement)