

**For Immediate Release**

## **BEA Launches Special Promotion on Renminbi Deposit and Exchange Services**

**Hong Kong, 10<sup>th</sup> June, 2009** – The Bank of East Asia (“BEA”) today announces the launch of a special promotion on Renminbi (“RMB”) deposit and exchange services.

From now until 31<sup>st</sup> July, 2009, personal customers who exchange Hong Kong dollars for RMB through their BEA deposit accounts in Hong Kong will receive a supermarket cash coupon worth HK\$50 for every RMB100,000 they receive through exchange.

“To help our customers capitalise on the closer economic relationship between Hong Kong and Mainland China, we at BEA are pleased to introduce this attractive offer on RMB deposit and exchange services,” says Mr. Simon Lau, General Manager & Head of Personal Banking Division at BEA. “With a comprehensive range of RMB services and extensive branch networks in Hong Kong and China, BEA is particularly well positioned to serve customers who conduct transactions in Hong Kong dollars and RMB,” he adds.

For complete details on the offer, please call BEA’s Customer Service Hotline on (852) 2211 1333, 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 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***

