

For Immediate Release

East Asia Securities Announces Special Offers on Securities Broking Services
*New Customers Can Enjoy a 50% Brokerage Commission Rebate &
1,000 Free Real-time Quotes per month*

Hong Kong, 22nd June, 2009 – The Bank of East Asia (“BEA”) today announces the launch of a programme to promote securities broking services offered by East Asia Securities Co. Ltd. (“EAS”), BEA’s wholly-owned stock broking arm.

From now until 30th September, 2009, customers who successfully open a new Cash or Share Margin Trading account at EAS will enjoy a 50% commission rebate for trades executed during the promotional period from 22nd June to 31st October, 2009. In addition, customers will receive 1,000 free real-time stock quotes per month via the Internet and mobile trading channels of EAS’ Securities Cybertrading platform during the said promotional period.

EAS’ securities broking services minimise customers’ investment costs by eliminating various fees and charges. For example, customers are not charged a custody fee, annual fee, or a deposit fee when trading CCASS stocks. In addition, customers are only required to pay a handling fee of HK\$30 when submitting Initial Public Offering applications via Cybertrading’s eIPO Service. EAS also offers competitive interest rates for Share Margin Trading accounts. Together, BEA and EAS offer customers the convenience of a user-friendly, efficient, and highly secure electronic trading platform, an extensive branch network, and the expertise of highly seasoned professionals.

To learn more about EAS’ securities broking services and the terms and conditions of this promotion, please visit any BEA Securities Services Centre or EAS outlet, or the EAS homepage at www.easecurities.com.hk.

About East Asia Securities Co. Ltd.

Incorporated in Hong Kong in 1985, EAS is a wholly-owned subsidiary of BEA and serves as the Bank’s stock broking arm. EAS provides a full range of securities services including broking services for Hong Kong-listed stocks, China B shares and stock options, margin financing, Initial Public Offering (“IPO”) applications, staggings loans for IPOs, and nominee services to cater to the diverse needs of its customers. Currently EAS operates five offices and 20 Securities Services Centres that can be conveniently accessed by customers.



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:

Mr. Peter T.F. Hsiao
General Manager
East Asia Securities Co. Ltd.
Tel.: (852) 3608 8038

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