

For Immediate Release

BEA Life Launches 5-Year QuickPay Whole Life Insurance
Savings insurance plan offers guaranteed returns & lifetime protection

Hong Kong, 6th July, 2009 – The Bank of East Asia (“BEA”) today announces that its wholly-owned subsidiary, BEA Life Limited (“BEA Life”), has launched 5-Year QuickPay Whole Life Insurance (the “Plan”), a savings insurance plan that features a short premium payment period of five years as well as attractive guaranteed returns and comprehensive lifetime protection.

A whole-life plan with a savings element, 5-Year QuickPay Whole Life Insurance offers guaranteed cash bonuses, guaranteed cash values, and special dividends. Premiums are paid in US dollars and remain fixed throughout the duration of the premium payment period. Customers may select a 10-year or 15-year cash bonus plan and enjoy guaranteed cash bonuses amounting to as much as 18% of the Accumulated Standard Annual Premium (for the 15-Year Cash Bonus Plan). Cash bonuses may be withdrawn or retained in the policy to earn extra interest. Anyone aged 60 or below is eligible to apply for the insurance plan.

“In the face of current economic conditions, many customers are looking for plans that offer guaranteed, steady returns and require less financial commitment. This Plan provides such customers with a regular stream of cash bonuses during the first 10 years or 15 years of the policy while they enjoy comprehensive lifetime protection,” says Mr. Patrick Wan, Managing Director of BEA Life.

In addition, the Plan features extra unemployment benefits, which allow customers to enjoy a grace period of up to 365 days to settle premium payments in the event of involuntary unemployment*.

“Times of economic uncertainty can present new challenges to customers and their savings goals. The Plan’s unemployment benefits are specially designed to alleviate a customer’s financial burden during a period of personal financial difficulty,” Mr. Wan adds.

From now until 30th September, 2009, customers who successfully enrol in 5-Year QuickPay Whole Life Insurance and meet the specified premium payment requirements will receive cash coupons worth up to HK\$8,800.

* Calculation of involuntary unemployment starts from the 183rd day onwards following the policy issue date.

For more information, please call the BEA Insurance Service Hotline on (852) 3608 2928, or visit any BEA branch or the Bank's insurance services webpage at www.hkbea.com/insurance.

About BEA Life Limited

BEA Life is a wholly-owned subsidiary of BEA and serves as the Bank's life insurance arm. BEA Life provides a full range of life insurance products and services including whole life, endowment, annuity, term plans, and investment-linked products. In addition, the company offers retirement and medical savings plans with varying features and scopes of coverage to meet the diverse needs of its 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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BEA – Serving customers through one of Hong Kong's largest banking networks, with over 130 branches and SupremeGold Centres around town