

For Immediate Release

BEA Holds Recruitment Day for Sales & Marketing Professionals

Hong Kong, 2nd September, 2009 – The Bank of East Asia (“BEA”) announces that it will hold a Recruitment Day for sales & marketing professionals on 5th September, 2009 (Saturday) from 12:00 noon to 6:00 p.m. at its Kowloon office in Kwun Tong*.

To help the Bank meet the demands of its growing customer base and ensure that customers enjoy comprehensive and high-quality service, BEA is seeking suitable candidates to fill sales & marketing positions in its Branch Distribution & Services Department and Commercial Lending Department.

Applicants are invited to visit the Bank’s Kowloon Office on its Recruitment Day for a walk-in interview. Positions available include Marketing Manager/Officer – Branch Distribution & Services Department and Business Manager/Assistant Business Manager – Commercial Lending Department. Relevant working experience is required. All applicants are requested to bring their completed application form, HKID card, full resume, and credentials with them to the interview.

For more information about the positions and requirements, or to download an application form, please visit the Bank’s homepage at www.hkbea.com (Corporate Information/Career Opportunities). Interested parties may also call (852) 3608 4829 for further details.

* Address: 31/F, BEA Tower, Millennium City 5, 418 Kwun Tong Road, Kowloon (Kwun Tong MTR Exit A2)

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\$411.9 billion (US\$53.14 billion) as of 30th June, 2009. 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 other parts of 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