

For Immediate Release**BEA Celebrates the Inauguration of New Building in Singapore**

New BEA Building Serves as the Bank's Flagship in Singapore and Hub in S.E. Asia

Hong Kong, 16th November, 2009 – The Bank of East Asia (“BEA”), the largest independent local bank in Hong Kong, today celebrated the official opening of its new regional headquarters building in Singapore.

Located at 60 Robinson Road and wholly owned by the Bank, BEA Building is the hub of the Bank Group’s operations in Southeast Asia. BEA’s decision to move its Singapore Branch to the new building reflects the Bank Group’s commitment to the Singapore and regional markets.

The opening ceremony was officiated by The Honourable Donald Tsang, GBM, Chief Executive of the Hong Kong Special Administrative Region, and Dr. David K.P. Li, Chairman & Chief Executive of BEA, joined by BEA’s Board of Directors and Senior Management and other VIPs. The ceremony was followed by a luncheon with over 300 invited guests, including dignitaries from the Government, business and finance sectors, as well as the Bank’s valued customers.

Speaking at the opening ceremony, Dr. Li said: “For 57 years, The Bank of East Asia Singapore Branch has supported and strengthened the business and personal ties between Singapore and Hong Kong. With the inauguration of our new Singapore regional headquarters today, we are now able to offer our customers an even higher level of service.

“We are very proud that our new building is home to our very first SupremeGold Centre in Singapore, allowing us to extend a special level of service to our local VIP clients,” Dr. Li added.

Serving customers in Singapore since 1952, BEA’s Singapore Branch holds a full banking licence and offers comprehensive banking services to a wide range of retail and corporate customers.

BEA Building is conveniently located in the heart of Singapore’s financial district and has a commanding view of the Marina Bay waterfront. The 15-storey building has 70,000 sq. ft. of floor space, double that of the old building at Market Street.

With the new Singapore regional headquarters, BEA offers customers an even better connection to the greater China region. BEA operates 90 branches and 50 SupremeGold Centres in Hong Kong, while its subsidiary, The Bank of East Asia (China) Limited, operates one of the most extensive branch networks on the Mainland of any locally-incorporated foreign bank.

About The Bank of East Asia (“BEA”)

Incorporated in Hong Kong in 1918, BEA is dedicated to providing comprehensive retail and commercial banking services to its customers in Hong Kong and other major markets around the world. 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 the rest 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.

About BEA in Singapore and Southeast Asia

To better support its customers in Singapore, especially those with ties to Hong Kong and the Mainland, BEA opened a fully-licensed Singapore Branch in 1952.

Serving as a vital link between business enterprises in Singapore and Hong Kong for 57 years, BEA’s Singapore Branch has grown to become the hub of BEA’s operations in Southeast Asia. Today, the Branch includes an Asian Currency Unit operation and offers an extensive range of banking and financial services.

In addition to its Singapore Branch located in the BEA Building at 60 Robinson Road, BEA also operates a representative office in Kuala Lumpur and a branch in Labuan, Malaysia.

For more information on BEA Singapore Branch, please visit www.hkbea.com.sg.

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For press enquiries, please contact:

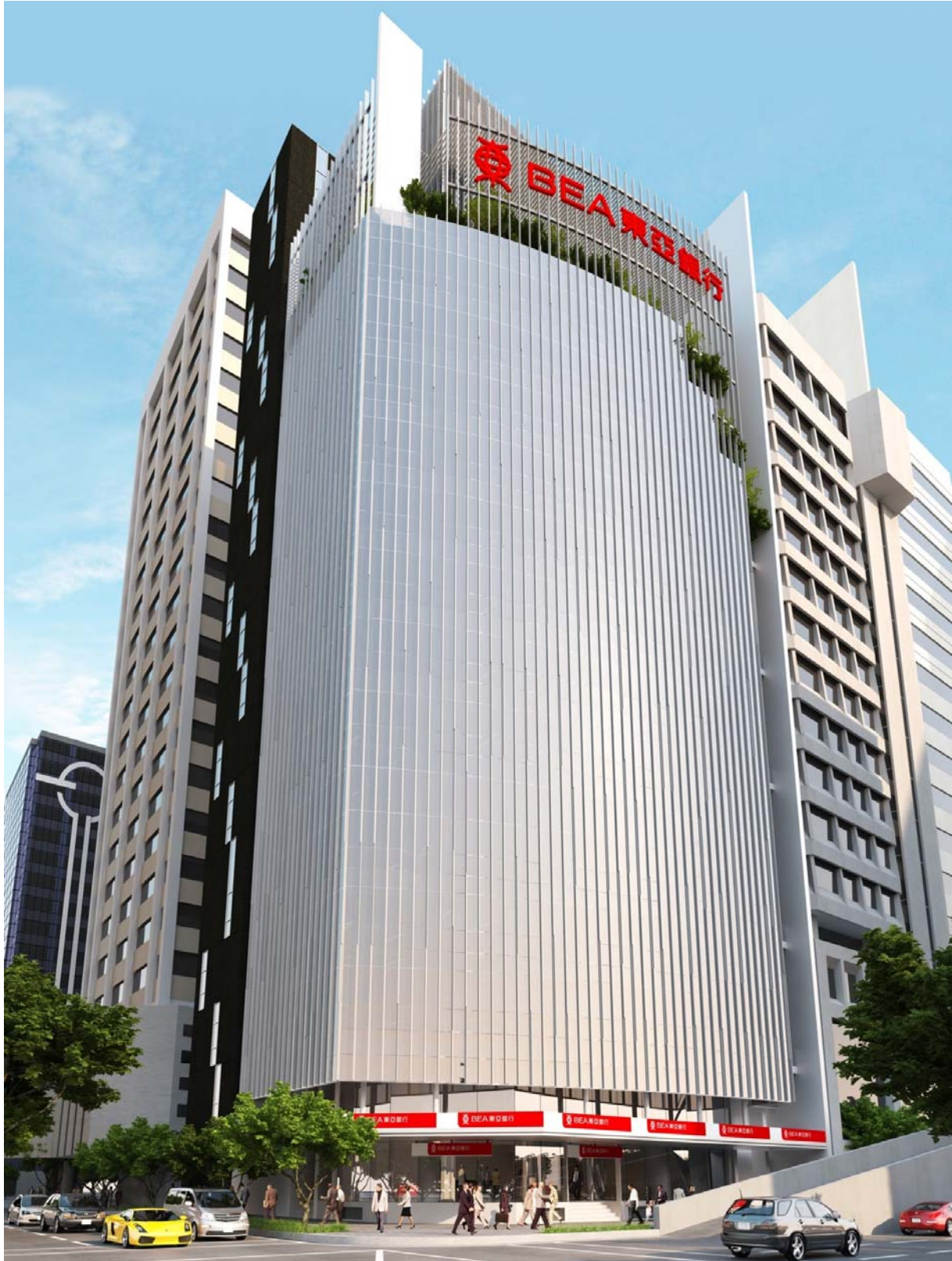
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BEA – Serving customers through one of Hong Kong’s largest banking networks, with 140 branches and SupremeGold Centres around town





Caption: BEA Building located at 60 Robinson Road, Singapore 068892.



Caption: (Left) The Honourable Donald Tsang, GBM, Chief Executive of the Hong Kong Special Administrative Region unveiled the commemorative plaque for the new BEA Building.



Caption: Pictured at the ribbon-cutting ceremony were: (fourth from left) The Honourable Donald Tsang, (third from right) Dr. David K.P. Li, Directors and Senior Management of BEA.