

For Immediate Release

BEA Announces Exclusive Offers for All-in-one Account Customers

Hong Kong, 18th November, 2009 – The Bank of East Asia (“BEA”) today announces a series of exclusive offers for customers of the Bank’s all-in-one accounts, namely SupremeGold Account, Supreme Account, and i-Account. The offers are available from now until 12th February, 2010.

New and existing all-in-one account customers who open a securities sub-account can enjoy a waiver of the brokerage fee for all stock buy transactions executed through any channel. Furthermore, if the customer’s total sell transaction amount reaches HK\$1,000,000 or more in any calendar month during the promotional period, the brokerage fee for the first HK\$100,000 in sell transactions will be waived. Customers are also entitled to 1,000 free real-time stock quotes per month and a waiver of the subscription fee for eIPO applications.

In addition, customers who open an all-in-one account will receive welcome offers worth up to HK\$700. New customers who open a SupremeGold Account and a securities sub-account will receive HK\$600 in BEA Credit Card free spending credit. Those who open a Supreme Account or an i-Account, and a securities account, will receive HK\$200 or HK\$100 in BEA Credit Card free spending credit respectively. New SupremeGold Account and Supreme Account customers can also enjoy a waiver of the first year’s monthly service fees.

Supermarket cash coupons worth HK\$100 and HK\$50 will be given to new or existing SupremeGold and Supreme Account customers respectively when they open a new securities or linked deposit sub-account and complete the Risk Assessment Questionnaire.

For complete details on these offers, please refer to the promotional leaflet available at any BEA branch, call BEA’s Customer Service Hotline on (852) 2211 1333, or visit BEA’s homepage at www.hkbea.com.

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 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.

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

