

**For Immediate Release**

## **BEA Opens Tai Wo Branch and SupremeGold Centre**

**Hong Kong, 27<sup>th</sup> November, 2009** – The Bank of East Asia (“BEA”) has today celebrated the opening of its Tai Wo Branch and SupremeGold Centre in Tai Po by holding a ribbon cutting ceremony and cocktail reception at the new branch. BEA Director and officiating guest of honour, Mr. Eric Li Fook-chuen, was joined by BEA's Chairman & Chief Executive, Dr. David K.P. Li, and other directors and senior executives of the Bank at today's opening ceremony.

The Tai Wo Branch and SupremeGold Centre are conveniently located in the Tai Wo Shopping Centre. The shopping centre is directly connected to the MTR's Tai Wo Station on the East Rail Line, which serves as the area's transportation hub. With the opening of the Tai Wo Branch and SupremeGold Centre, BEA now operates four branches and two SupremeGold Centres in Tai Po district.

With a total floor area of more than 2,000 square feet, the Tai Wo Branch will serve as a comfortable banking environment in which customers can enjoy BEA's wide range of banking products and financial services. Customers will also have convenient access to priority, highly personalised services at the adjacent SupremeGold Centre, which offers comprehensive wealth management services including investment funds, securities trading, currency trading, insurance, consumer loans, mortgage loans, and much more.

“My colleagues and I are delighted to celebrate the opening of our Tai Wo Branch and SupremeGold Centre,” said Dr. David Li. “Convenient access to comprehensive banking products and services has always been of great importance to our customers, and the new premises will enable us to better serve those who live and work in this dynamic community.” BEA currently operates a total of 90 branches and 50 SupremeGold Centres throughout Hong Kong, one of the largest networks of any bank.

Located at Shop 215-215A, Level 2, Tai Wo Shopping Centre, Tai Po, the Tai Wo Branch and SupremeGold Centre are open for business from 9:00 a.m. to 5:00 p.m. (Monday to Friday) and from 9:00 a.m. to 1:00 p.m. (Saturday). For more information on the services available, please contact the Branch Manager, Mr. Franz Chan Kwok-cheung, on (852) 3609 3818.

### **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 30<sup>th</sup>

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](http://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***

