

For Immediate Release

BEA to Hold Recruitment Day for Sales & Marketing Professionals

Hong Kong, 30th November, 2009 – The Bank of East Asia (“BEA”) announces that it will hold a Recruitment Day for sales & marketing professionals on 5th December, 2009 (Saturday) from 12:00 noon to 6:00 p.m. at its Kowloon office in Kwun Tong*.

To ensure the ongoing provision of quality, comprehensive banking services to its burgeoning customer base, BEA is seeking suitable candidates to fill sales & marketing positions in its Branch Distribution & Services Department and Commercial Lending Department.

Walk-in interviews will be conducted at the Bank’s Kowloon Office on the above Recruitment Day. Positions available include Marketing Officer/Assistant Marketing Officer – Branch Distribution & Services Department and Business Manager/Assistant Business Manager – Commercial Lending Department. Applicants should have relevant working experience and are requested to bring their completed application form, HKID card, full resume, and credentials with them to their interview.

For more information about the positions and requirements available at BEA, 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 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 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

