

**For Immediate Release**

**BEA Launches Kid Master Promotion for the Year of the Tiger**  
*Members Can Enjoy Many Exclusive Offers and Privileges*

**Hong Kong, 17<sup>th</sup> February, 2010** – The Bank of East Asia (“BEA”) has today launched its new Kid Master promotion for the Lunar New Year. From now until 31<sup>st</sup> May, 2010, customers who open a Kid Master Savings Account with an initial deposit of just HK\$1,000 will receive a gift certificate worth HK\$50 from The Commercial Press.

New and existing members who successfully enrol in a BEA Life Insurance series Education Savings Insurance or Target Savings Insurance plan during the promotional period will also receive gift certificates from Toys“R”Us worth HK\$300. In addition, members who successfully enrol in either of the above-mentioned insurance plans and meet the prescribed premium amounts on or before 31<sup>st</sup> March, 2010 will receive cash coupons worth up to HK\$7,600 from PARKnSHOP and a 24K gold-plated figurine. What’s more, members are entitled to receive a Kid Master Special Offer Booklet, which includes attractive discounts on various medical check-up plans and wealth management products.

“Opening a Kid Master account at this time of year and setting aside red packet money are an excellent way for children to develop good savings habits,” says Mr. Simon Lau, BEA’s General Manager & Head of Personal Banking Division. “Our Kid Master programmes are always very popular with parents interested in saving for their children’s future financial needs. This year, we offer gift certificates from both The Commercial Press and Toys“R”Us, which will help parents provide their children with a good balance between study and fun,” he adds.

Kid Master is BEA’s comprehensive children’s plan that includes:

- a Kid Master Savings Account;
- tailor-made insurance plans for children including Education Savings Insurance, Target Savings Insurance, Superior Medical Insurance, and Hospital Medical Insurance; and
- Cyberbanking, the Bank’s award-winning electronic banking service.

To become a Kid Master member, please visit any BEA branch. For more information, please call BEA’s Customer Service Hotline on (852) 2211 1311 or visit the Bank’s homepage at [www.hkbea.com](http://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\$434.1 billion (US\$56.0 billion) as of 31<sup>st</sup> December, 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 over 250 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.***

