

For Immediate Release**BEA Holds Recruitment Day**

Hong Kong, 8th March, 2010 – The Bank of East Asia (“BEA”) announces that it will hold a Recruitment Day on 13th March, 2010 (Saturday) from 12:00 noon to 5:30 p.m. at its BEA Tower office in Kwun Tong, Kowloon*.

BEA is seeking qualified business development professionals as well as suitable candidates for a variety of branch positions who will help the Bank meet the needs of its growing customer base and ensure that customers enjoy a high standard of service.

Interested parties are invited to visit BEA Tower on the Bank’s Recruitment Day for a walk-in interview. Positions available include Business Development Manager – Business Development Department, and Marketing Officer, Assistant Marketing Officer, and full-time teller – Branch Distribution & Services Department. Relevant working experience and intermediary licences are required for the Business Development Manager, Marketing Officer, and Assistant Marketing Officer positions. Candidates with relevant insurance agent and/or independent financial advisor experience are also welcome to apply for the Assistant Marketing Officer position. Teller experience is preferred for full-time teller applicants. All applicants are requested to bring their completed application form, HKID card, full resume, and credentials with them to the interview.

For more information about the positions and requirements, 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 (852) 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\$434.1 billion (US\$56.0 billion) as of 31st 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 more than 240 outlets worldwide, BEA operates an extensive international network covering Hong Kong and other parts of Greater China, North America, 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

