

For Immediate Release

**BEA Trustees Wins *Asia Asset Management's*
“Best MPF Trustee” Award**

IMPORTANT:

- BEA (MPF) Master Trust Scheme and BEA (MPF) Industry Scheme offer different Constituent Funds (i) investing in Approved Pooled Investment Funds and/or Approved Index-Tracking Funds, which invest in equities or bonds; or (ii) making direct money market investments, each with a different risk profile.
- You should consider your own risk tolerance level and financial circumstances before making investment choices. When, in your selection of Constituent Funds, you are in doubt as to whether a certain Constituent Fund is suitable for you (including whether it is consistent with your investment objectives), you should seek financial and/or professional advice and choose the Constituent Fund(s) most suitable for you taking into account your circumstances.
- You should not invest based on this marketing material alone, please refer to the Explanatory Memorandum of the relevant Scheme for details.

Hong Kong, 11th March, 2010 – The Bank of East Asia (“BEA”) today announces that its wholly-owned subsidiary, the Bank of East Asia (Trustees) Limited (“BEA Trustees”) has won *Asia Asset Management* (“AAM”) magazine’s “Best MPF Trustee in Hong Kong” Award as part of AAM’s “Best of the Best Awards 2009”. This honour was bestowed upon BEA Trustees in recognition of its exceptional service quality and strategic planning in preparation for the launch of the MPF Portability Scheme, with the MPF Schemes (Amendment) Ordinance 2009 scheduled to come into effect in 2011.

Mr. Patrick Li, Director & Chief Executive of BEA Trustees, said, “We at BEA Trustees are delighted to be named best MPF trustee in Hong Kong by AAM. Our success can largely be attributed to our strong customer focus, and we will continue to broaden our investment offering so that our members can capitalise on an even wider range of opportunities to achieve their retirement goals.”

BEA Trustees launched two new constituent funds in January 2010, namely the BEA (MPF) Global Equity Fund and BEA (MPF) European Equity Fund under its Master Trust Scheme, bringing the total number of funds under the scheme from 10 to 12. BEA Trustees has also launched two new funds under its Industry Scheme, namely the BEA (Industry Scheme) Greater China Growth Fund and BEA (Industry Scheme) Hong Kong Growth Fund, which brings the total number of funds under this scheme from four to six.

Launched in December 1995, AAM is a monthly publication that focusses on the institutional fund markets in the Asia Pacific region. Widely read by finance professionals, AAM has established an influential position within the Asia Pacific institutional market place. AAM also hosts a series of roundtables for pension funds, trustees, regulators, and service providers, who gather to discuss issues affecting the industry.

AAM has run the “Best of the Best Awards” programme every year since 2004. Awards are given to outstanding fund managers and other providers in the Asia Pacific asset management industry.

Notes:

- 1) Investments inherently involve risks and the prices of units may go down as well as up. The above figures are for indication only while past performance is not necessarily a guide to future performance.
- 2) For further details including the product features and risk involved, please refer to the Explanatory Memorandum of the relevant Scheme.

Issuer: Bank of East Asia (Trustees) Limited

About Bank of East Asia (Trustees) Limited

BEA Trustees is one of only two trustees authorised to offer both the Master Trust Scheme and Industry Scheme in Hong Kong. As of 31st December, 2009, over 450,000 members have joined the company’s MPF schemes with total assets exceeding HK\$10.9 billion. For more information on BEA Trustees’ MPF services, please visit 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 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 the rest 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.





Mr. Patrick Li, Director & Chief Executive of BEA Trustees, received *Asia Asset Management* magazine's "Best MPF Trustee in Hong Kong" Award.