

For Immediate Release

BEA Awarded TVB's "Citation for Excellence"

Bank Recognised for Its Creative 90th Anniversary Television Commercial

Hong Kong, 24th March, 2010 – The Bank of East Asia ("BEA") announces that it has received a "Citation for Excellence - Finance & Investment Category" as part of the "TVB Most Popular TV Commercial Awards 2010" for the commercial produced in celebration of the Bank's 90th Anniversary in January 2009. Mr. Simon C.K. Lau, General Manager & Head of BEA's Personal Banking Division and Mr. Aaron Lau, President & CEO of Bravo Asia Limited, received the citation on behalf of the Bank and the advertising agency at a ceremony hosted by TVB earlier today.

BEA has been recognised for the overall creativity of its commercial and effectiveness in delivering its message. To commemorate its 90th Anniversary, BEA created a commercial based on the platform "Building Legacies", highlighting numbers of significance in the history of Hong Kong and the Bank. A judging panel comprising creative experts in Hong Kong's advertising, production, and marketing fields selected the finalists in all categories.

BEA is a contender for TVB's "Most Popular TV Commercial Award" in the Finance & Investment category. The Bank's TV commercial will be uploaded to tvcawards.tvb.com along with those of other finalists for public voting from 27th March to 25th April, 2010.

"We are delighted to receive recognition from TVB for our 90th Anniversary commercial," said Mr. Lau. "We are truly grateful to our loyal customers and business partners for helping us reach this significant milestone in our Bank's history, and we believe that it was only appropriate that our TV commercial recognised the achievements of both Hong Kong and BEA throughout our shared history. We encourage the general public to visit TVB's award website during the voting period, and to vote for our commercial," he mentioned.

Organised by TVB each year, the "TVB Most Popular TV Commercial Awards" are designed to recognise the companies and agencies who create successful TV commercials in Hong Kong. The programme includes 8 industry categories, 2 special categories, and 3 craft categories. A winner will be selected by the public from a pool of five finalists in each category. Details of all finalists are available at tvcawards.tvb.com.

At the conclusion of the voting period, TVB will announce which TV commercial received the highest votes in each category, and present the awards to the winners in a television show scheduled to be broadcast on Jade in May.

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





A screen capture from BEA's 90th Anniversary TV commercial based on the platform of "Building Legacies".