

For Immediate Release

BEA Announces Exclusive Offers for All-in-one Account Customers

Hong Kong, 4th May, 2010 – The Bank of East Asia (“BEA”) today announces a series of exclusive offers for customers of the Bank’s all-in-one accounts, namely SupremeGold Account, Supreme Account, and i-Account. The offers are available during the promotional period from now until 31st July, 2010.

All-in-one account customers will have their names entered once into the Bank’s **“Dream Trip” lucky draw** for a chance to win one of the specified trips each time they invest HK\$200,000 or its equivalent in funds or linked deposits¹ or successfully settle a first-year annualised premium of HK\$48,000 or more for a BEA Life insurance plan. SupremeGold customers who meet the subscription requirements for funds or linked deposits¹ will have their names entered into the lucky draw twice.

One customer will win the Grand Prize of an 11-day European Wine Tasting Tour for 2 (business air travel) while two customers will win the Second Prize of a 5-day Tateyama Kurobe Alpine Route Tour in Japan for 2, and three customers will win the Third Prize of a 4-day Universal Studios Singapore Tour for 2.

Customers can also enjoy a **preliminary charge as low as 1.5% for lump-sum subscriptions to funds** and HK\$100 in **BEA Credit Card free spending credit** for every subscription of HK\$200,000 or its equivalent to funds or linked deposits¹. Customers will also be entitled to up to HK\$7,800 in BEA Credit Card free spending credit when successfully enrolling in any BEA Life insurance plan and meeting the designated premium amounts.

Special welcome offers worth up to HK\$1,200 are also available to **new all-in-one account customers**. **Supermarket cash coupons** worth HK\$100 and HK\$50 will be awarded to SupremeGold and Supreme Account customers respectively when they open a new securities sub-account or linked deposit sub-account and complete the Risk Assessment Questionnaire.

All all-in-one account customers who open a new securities sub-account can enjoy a **waiver of the brokerage fee** for all stock **buy transactions** executed through any channel. Customers are also entitled to 1,000 free real-time stock quotes per month.

Other offers include a **preferential interest rate** of up to 0.95% p.a.² on a 1 to 12-month **HKD/USD time deposit** and a **special bonus** of up to HK\$3,000 when successfully arranging the deposit of salary via auto payroll into the all-in-one account.

For complete details on the above offers, please refer to the promotional leaflet available at any BEA branch, or call BEA's Customer Service Hotline on (852) 2211 1333 or visit BEA's homepage at www.hkbea.com.

¹ Please visit any BEA branch for details.

² The preferential interest rate is for reference only and is not guaranteed. The rate is based on the 12-month USD time deposit rate on 7th April, 2010.

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 over 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

