

For Immediate Release

BEA Offers Preferential Interest Rate of 0.7% p.a. on HKD Time Deposits

Hong Kong, 11th June, 2010 – The Bank of East Asia (“BEA”) today announces its latest time deposit offer, a preferential interest rate of 0.7% p.a. for customers who place a 3-month HKD time deposit with new funds¹ of HK\$100,000 or above. This offer is available on a limited basis.

In addition, new customers² who open a SupremeGold Account or Supreme Account with new funds¹ will receive HK\$1,200 or HK\$200 in BEA Credit Card free spending credit respectively as a welcome gift.

“To enable our customers to enjoy higher returns, we are pleased to introduce a preferential interest rate of 0.7% p.a. on 3-month HKD time deposits, which is applicable to the whole deposit term,” says Mr. K.C. Yeung, Head of Branch Distribution & Services Department at BEA. “We also encourage new customers to open one of the designated integrated accounts with us, so they can manage their finances with greater ease, and enjoy an even wider range of offers and privileges,” he adds.

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

¹ “New funds” refers to deposits made by cheques drawn on other banks or via telegraphic transfer or CHATS. New funds do not include funds transferred from any other deposit account maintained at BEA.

² “New customers” are those customers who have not maintained a deposit account with BEA, either individually or jointly, during the period from 1st April, 2009 to 31st March, 2010 (both days inclusive).

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

