

REVISED**For Immediate Release**

BEA Launches CNY-denominated Linked Deposit
*“Barrier Touch Currency Linked Deposit” Helps Customers
Capture Renminbi Investment Opportunities*

Hong Kong, 28th July, 2010 – The Bank of East Asia (“BEA”) has today launched the “Barrier Touch Currency Linked Deposit” (the “Linked Deposit”), a new investment product for customers who wish to capitalise on growing opportunities in Renminbi. The Linked Deposit is denominated in Renminbi and available at a minimum deposit amount of CNY50,000. The offering period is from 28th July, 2010 to 29th July, 2010.

The Linked Deposit provides 100% principal protection at the end of the 9-month tenor period with the opportunity to earn a maximum potential coupon of 1.50% p.a., if the Spot Price of USD/CNY after nine months is at or below the barrier (i.e. the Initial Spot Price – 0.1080). Even if no maximum potential coupon is available to customers (i.e. the Spot Price of USD/CNY is above the barrier after nine months), the principal amount, and a minimum coupon that is equal to 0.80% p.a., will be guaranteed at maturity, which may provide enhanced yields on customers' Renminbi deposits.

The Linked Deposit is designed for customers who have a positive view of the foreign exchange performance of CNY against USD after nine months, and are prepared to hold the Linked Deposit until maturity. As an added benefit, Linked Deposit customers are not required to pay any subscription or management fees when the Linked Deposit is placed.

Interested customers may subscribe to the Linked Deposit at any BEA branch in Hong Kong. For more information, please call BEA's hotline on (852) [2211 1311](tel:852-22111311) or visit any BEA branch.

Investment involves risks. Before making an investment decision, customers should refer to the relevant investment product offering documents, including but not limited to the Principal Brochure, for detailed information including the risk factors. The Linked Deposit is not the same as, nor should it be treated as, a substitute for a conventional time deposit and is not a protected deposit for the purposes of the Deposit Protection Scheme. Customers should not make an investment decision based solely on this document. If customers are in doubt, independent professional advice should be sought. The Linked Deposit is subject to the credit and insolvency risk of the Bank. If the Bank becomes insolvent or defaults under the Linked Deposit, the customers may lose their entire Deposit Amount in such event.

This document does not constitute an offer, recommendation, or solicitation to any person to enter into any transaction on the Linked Deposit.

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, 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 139 branches and SupremeGold Centres around town

