

For Immediate Release**BEA Announces Exclusive Offers for All-in-one Account Customers
*Double lucky draw and other fabulous rewards***

Hong Kong, 16th August, 2010 – The Bank of East Asia (“BEA”) today announced a series of exclusive offers for customers using the Bank’s all-in-one accounts – the SupremeGold Account, the Supreme Account, and the i-Account. Customers who place or renew the specified time deposits will have the chance to win exciting prizes, including digital cameras and travel packages. These offers are available during the promotional period, which lasts until 31st January, 2011.

From now until 31st October, 2010, all-in-one account customers who place or renew a 3-month HKD, CNY or USD time deposit of HK\$100,000 or above (or its equivalent) via any channel can enter into the Bank’s double lucky draw once, giving them the chance to win prizes in the monthly lucky draw and the grand lucky draw. Customers who place or renew a 6-month time deposit can enter into the double lucky draw twice.

From 1st November, 2010 until 31st January, 2011, all-in-one account customers who place or renew a 3-month or 6-month HKD, CNY or USD time deposit of HK\$100,000 or above (or its equivalent) via any channel can enter into the double lucky draw twice.

During the promotional period, there will be six monthly lucky draws. Three winners will be drawn in each monthly lucky draw, and each winner will receive a DSLR camera. Then, at the end of the promotional period, a grand lucky draw will be held. The names of three winners will be drawn, and each winner will receive a trip for two to the country of their time deposit currency (i.e. China or the USA), and a DSLR camera.

What’s more, all-in-one customers who place a 3-month HKD, CNY or USD time deposit with new funds at any BEA branch will receive a HK\$50 supermarket cash coupon for every HK\$100,000 or its equivalent (no upper limit).

Special welcome offers worth up to HK\$1,100 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 for the first time and complete the Risk Assessment Questionnaire.

In addition, any 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 BEA channel.

For complete details on the above offers, please refer to the promotional leaflet available at all BEA branches, call the Bank's Customer Service Hotline on (852) 2211 1333, or 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\$478.1 billion (US\$61.4 billion) as of 30th June, 2010. 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, 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



唯綜合戶口客戶專享 雙重獎賞

單鏡反光數碼相機

雙人豪華旅遊



 **BEA 東亞銀行**

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顯卓理財戶口、至尊理財戶口及i-Account讓你坐享理財便利，個人財務盡在掌握。由即日起至2011年1月31日，綜合戶口客戶新做或續存3或6個月港元、人民幣或美元定期存款達港幣10萬元或以上(或其等值)，可自動參加**雙重大抽獎**，贏取豐富獎品！

每月大抽獎：單鏡反光數碼相機 (3名)

終極大抽獎：雙人定存貨幣國家之旅及
單鏡反光數碼相機 (3名)

其他優惠包括：

- 迎新獎賞高達港幣1,100元
- 以全新資金新做3個月港元、人民幣或美元定期存款，每港幣10萬元或其等值，可獲港幣50元超市現金券(不設上限)
- 所有交易渠道買入股票0%佣金 (只適用於新開綜合戶口、證券附屬賬戶之客戶)

客戶服務熱線 2211 1333 網址 www.hkbea.com

本行設有約140間分行及顯卓理財中心，銀行網絡為全港最大之一。

重要聲明：

1. 投資涉及風險。證券價格有時可能會非常波動。證券價格可升可跌，甚至變成毫無價值。買賣證券未必一定能夠賺取利潤，反而可能會招致損失。投資者不應只單憑本文件資料而作出投資決定。投資者在作出任何投資決定前，應參閱所有有關投資產品之銷售文件，以取得包括風險因素在內的詳細資料。投資者如有任何疑問，應諮詢獨立專業意見。2. 掛鈎存款乃涉及金融衍生工具的結構性產品。投資決定是由閣下自行作出的，但閣下不應投資在掛鈎存款，除非中介人於銷售掛鈎存款時已向閣下解釋經考慮閣下的財務情況、投資經驗及目標後，掛鈎存款是適合閣下的。3. 本文件所載之資料只作資訊用途，並不構成要約、邀請要約、游說或建議或給予意見認購任何證券或投資產品。4. 本文件資料並未經香港證券及期貨事務監察委員會審閱。本文發行者：東亞銀行有限公司。

註：相機圖片只供參考。上述優惠須受有關條款及細則約束，詳情請參閱有關宣傳單張。