

**For Immediate Release**

**BEA Offers Attractive Rewards to New Auto Payroll Customers**  
*HKD100 Cash Reward and Other Special Offers Available*

**Hong Kong, 9<sup>th</sup> August, 2006** - The Bank of East Asia (“BEA”) today announces a promotional programme for new auto payroll customers. During the promotional period from today until 31<sup>st</sup> December, 2006, each customer will receive a cash reward of HKD100 upon the first deposit of salary via auto payroll into his / her BEA account.

BEA’s General Manager & Head of Personal Banking Division, Mr. Tong Hon-shing, said, “We are pleased to introduce this programme for new auto payroll customers. Customers can enjoy a variety of very attractive offers simply by arranging for their salary to be deposited into a BEA account. With one of the largest branch networks in Hong Kong, we also offer customers convenient access to a comprehensive range of banking products and services.”

In addition to the cash reward, there are other special offers available to eligible customers including a waiver of ATM card annual fees and minimum balance requirement. To qualify for the waiver on an ongoing basis, customers must continue to deposit salary via auto payroll into their relevant BEA account.

BEA’s new auto payroll customers are also entitled to enjoy an extra-low subscription fee of just 2% on selected unit trusts / mutual funds. In addition, customers who enrol in one of the selected insurance plans and satisfy the specified requirements will receive an Electronic Toothbrush or Kid Master Smart Computer as a special gift, in addition to the latest promotional offers for insurance products.

For more information on these offers, please call BEA’s Customer Service Hotline on 2211 1333 or visit any BEA branch.

**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, Greater China, and overseas. BEA is the largest independent local bank in Hong Kong, with total consolidated assets of HKD263.3 billion (USD33.91 billion) as of 30<sup>th</sup> June, 2006. The Bank is listed on the Stock Exchange of Hong Kong and is one of constituent stocks of the Hang Seng Index.

With more than 170 outlets worldwide, BEA operates an extensive international network covering Hong Kong and Greater China, the United States, Canada, the United Kingdom, the British Virgin Islands, and Southeast Asia. For more information on BEA, please visit any branch or the Bank's homepage at [www.hkbea.com](http://www.hkbea.com).

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***BEA – Serving customers through one of Hong Kong's largest banking networks, with over 110 branches and SupremeGold Centres around town***