

For Immediate Release

BEA Launches 3-Year Accumulator Savings Insurance III
Plan Offers Returns up to 195% and Travel Insurance Coupon Worth HKD135

Hong Kong, 17th August, 2006 – The Bank of East Asia (“BEA”) today announces the launch of 3-Year Accumulator Savings Insurance III (“the Plan”). Like its predecessors, the Plan only requires policyholders to make payments for three years, while offering savings and protection throughout an 8-year term. However, the Plan goes one step further by offering customers the option of a longer policy term of 12 years. In addition, 3-Year Accumulator Savings Insurance III provides an additional death benefit, thereby increasing its overall attractiveness to policyholders.

3-Year Accumulator Savings Insurance III is underwritten by Blue Cross (Asia-Pacific) Insurance Limited, a member of the BEA Group. Under the terms of the Plan, customers simply need to make level premium payments for the first three years of the 8-year or 12-year policy term. Customers who choose 12-year coverage can enjoy life protection for the entire duration of the term and receive a potential lump sum return of up to 195% upon maturity of the policy.

In case of accidental death, an extra lump sum equal to 25% of the Guaranteed Death Benefit (i.e. the additional accidental death benefit) will be paid to the appointed beneficiaries in addition to the Guaranteed Death Benefit.

From now until 30th September, 2006, customers who successfully enrol in the Plan and meet specified criteria will receive Festival Walk Gift Vouchers or BEA Credit Card Free Spending Credit worth up to HKD4,000. What’s more, customers will receive a BEA Travel Insurance Coupon worth HKD135 as an extra gift. Please refer to the following table for details:

First Year Annualised Premium (USD)	Special Offer	
	Festival Walk Gift Vouchers (HKD)	<u>OR</u> BEA Credit Card Free Spending Credit (HKD)
4,000 — 4,999	200	200
5,000 — 12,799	350	350
12,800 — 95,999	800	800
96,000 — 127,999	2,000	2,000
128,000 or above	4,000	4,000
	Extra Offer	
4,000 or above	BEA Travel Insurance Coupon worth HKD135	

Ms. Connie Chan, Head of Bancassurance Department, said, “We were very excited by the great response we received for 3-Year Accumulator Savings Insurance and 3-Year Accumulator Savings Insurance II earlier this year. We are keenly aware of the price and value consciousness of our customers, and in response to their needs and preferences, we are pleased to launch 3-Year Accumulator Savings Insurance III.”

3-Year Accumulator Savings Insurance III is available to customers aged 65 or below. No medical examination is required. The Plan’s minimum annualised premium is USD4,000. For further information, please call the BEA Insurance Service Hotline on 3608 2928, or visit any BEA branch or the Bank’s website at 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, 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 30th June, 2006. 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 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.

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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