

For Immediate Release

**Successful BEA Credit Card Applicants
Receive Exclusive BEA Prepaid Cards <Jimmy Series>**

Hong Kong, 7th August, 2006 – The Bank of East Asia (“BEA”) has today launched exclusive offers for new BEA Credit Cardholders. Customers who successfully apply for a principal VISA Card and principal MasterCard with BEA will receive a set of four BEA Prepaid Cards <Jimmy Series>. This exclusive first issue set of BEA Prepaid Card features illustrations from the storybooks of the famous Taiwanese writer and artist, Jimmy Liao. Each card pre-loaded with spending value of HKD100 (HKD400 total spending value).

BEA Prepaid Card is the Bank’s newly launched stored value card that may be presented by cardholders at any VISA merchant location worldwide as payment for retail purchases. Each of the four cards in the set displays a scene from one of Jimmy Liao’s four books, *A Chance of Sunshine*, *Then the Moon Forgot*, *Sound of Colors*, and *The Fish that Smiled at Me*. The first issue of BEA Prepaid Card is a limited edition item, which is available while stock lasts.

New cardholders will also earn double Bonus Points when settling retail transactions with BEA Credit Card on or before 31st December, 2006. By spending just HKD6,500, cardholders can earn 13,000 Bonus Points, which in turn can be used to redeem a HKD100 cash coupon from one of the designated merchants.

Customers who successfully apply for the BEA Credit Cards via the Internet on or before 15th September, 2006 will also receive an extra gift - an exclusive <Jimmy – Tea for One> tea set, displaying illustrations by Jimmy Liao. The tea set is available while stock lasts.

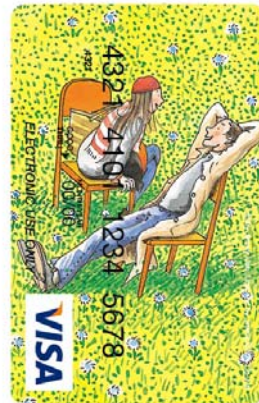
When applying for a VISA Card and MasterCard, customers may select BEA PLATINUM or Gold / Classic Card. BEA PLATINUM and Gold / Classic Cardholders will receive a five-year and two-year annual fee waiver respectively.

To apply, or for more information on BEA Credit Card, please call the 24-hour BEA Credit Card Customer Services Hotline on 3608 6628 or visit the Bank’s homepage at www.hkbea.com.

Remarks:

- The promotion will run from 24th July to 30th September, 2006.
- To qualify for the welcome gift, cardholders are required to spend at least HKD1,800 on retail purchases or cash advances with each credit card within the first two months from the issuance date of the cards.
- For other terms and conditions, please visit www.hkbea.com or refer to the credit card application form.

The Bank of East Asia, Limited 東亞銀行有限公司
10 Des Voeux Road Central, Hong Kong 香港中環德輔道中10號
Telephone 電話 (852) 3608 3608 Facsimile 傳真 (852) 3608 6000 Telex 電傳 HX 73017
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. For more information on BEA, please visit any branch or the Bank's homepage at www.hkbea.com.

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For press enquiries, please contact:

Ms. Christine Lo
 Head of Card Services Department
 Personal Banking Division, BEA
 Tel: 3608 2028
 Email: locwy@hkbea.com

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