

**For Immediate Release****BEA Launches Education Savings Insurance***Triple Rewards Help Parents Prepare for the Costs of a Quality Education*

**Hong Kong, 14<sup>th</sup> November, 2006** — The Bank of East Asia (“BEA”) today announces the launch of Education Savings Insurance (“the Plan”). **The Plan is underwritten by Blue Cross (Asia-Pacific) Limited, a member of the BEA Group.** In addition to providing parents and their insured children with comprehensive protection, the Plan also offers savings rewards that help parents prepare financially to provide their children a quality education.

The Plan offers attractive financial return in the form of three savings rewards as follows:

- 1) a tuition allowance equal to 1% of the sum insured payable on the policy anniversary when the child is 12 years old, and
- 2) a guaranteed education fund equal to 100% of the sum insured payable on the policy anniversary when the child turns 18, and
- 3) a special dividend, which is also payable on the policy anniversary when the child turns 18.

Ms. Connie Chan, Head of Bancassurance Department at BEA, said: “Parents are keenly aware that a quality education is vital to the future success of their children. However, the financial resources required for a quality education can be considerable. With Education Savings Insurance, parents can plan early and ensure they are prepared to handle such costs down the road.”

Under the Plan, parents and their children also enjoy comprehensive protection with coverage extended until the child reaches the age of 22. Protection includes life insurance, unemployment benefit protection, and optional payor benefit protection. When the child reaches the age of 18, the Plan will provide the parents with three flexible financial options for the arrangement of the education fund. In addition, the Plan provides flexible payment terms, with a choice of a 5-Year, 10-Year, or single premium payment mode.

From now until 31<sup>st</sup> December, 2006, customers who successfully enrol in Education Savings Insurance will receive Festival Walk Gift Vouchers, PARKnSHOP coupons, or BEA Credit Card free spending credit worth up to HKD4,000. What’s more, customers will receive a Kid’s Sport Bike worth HKD200 as an additional reward, while stocks last.

For further information about Education Savings Insurance, please call the BEA Insurance Service Hotline on 3608 2928, or visit any BEA branch or the Bank’s website at [www.hkbea.com](http://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 30<sup>th</sup> 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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