

**For Immediate Release**

**BEA Launches New Promotional Programme for BEA Life Insurance Series**  
*Offers Include Gift Vouchers and Credit Card Spending Credit Worth up to HKD4,000*

**Hong Kong, 4<sup>th</sup> July, 2006** – The Bank of East Asia (“BEA”) today announces a new promotional programme for BEA Life Insurance Series, offering new policyholders a choice of Festival Walk Gift Vouchers or BEA Credit Card Spending Credit worth up to HKD4,000 upon successful enrolment.

During the promotional period, which will run from today until 30<sup>th</sup> September, 2006, successful applicants who meet the specified premium payment amounts of selected BEA Life Insurance Series plans, including regular premium and single premium insurance plans, can enjoy special offers. **The selected insurance plans under the BEA Life Insurance Series are underwritten by Blue Cross (Asia-Pacific) Insurance Limited, a member of the BEA Group.**

Eligible customers will receive Festival Walk Gift Vouchers ranging in value from HKD100 to HKD4,000, depending upon the total amount of the first-year annualised premium. BEA’s Head of Bancassurance Department, Ms. Connie Chan, said, “In addition to providing comprehensive protection, BEA Life Insurance Series also provides policyholders with fabulous offers and rewards. We are excited to announce this new promotional programme to customers.”

The gift vouchers can be used at over 150 locations in the Festival Walk, including restaurants, electrical appliance stores, and fashion outlets, as well as the shopping mall’s cinema and ice skating rink.

Alternatively, successful applicants who are also BEA Credit Cardholders may choose to receive free spending credit of the same value. Amounts will be credited to the BEA Credit Card accounts of eligible customers, which can then be used towards the future purchase of products and services. As an additional reward, eligible customers who enrol their children (aged 18 or below) in Education Insurance, Target Savings Insurance, or Valuable Savings Insurance plans will receive a Kid’s Sport Bike. All offers are available while stocks last.

Programme Details :

For customers who select **regular premium payment mode**:

Total First-Year Annualised Premium Amount (in HKD)	Special Offer: Festival Walk Gift Vouchers <b>OR</b> BEA Credit Card Spending Credit (Value in HKD)
15,000 – 24,999	100
25,000 – 39,999	200
40,000 – 99,999	350
100,000 – 749,999	800
750,000 – 999,999	2,000
1,000,000 or above	4,000

For customers who select **single premium payment mode**:

Single Premium Amount (in HKD)	Special Offer: Festival Walk Gift Vouchers <b>OR</b> BEA Credit Card Spending Credit (Value in HKD)
100,000 – 399,999	150
400,000 – 599,999	300
600,000 – 999,999	500
1,000,000 or above	1,000

For more information, please call the BEA Insurance Service Hotline on 3608 2928 or visit any BEA branch or the Bank's homepage 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 HKD238.8 billion (USD30.79 billion) as of 31<sup>st</sup> December, 2005. 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 160 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***