

For Immediate Release

**BEA Offers Attractive Rewards to New Auto Payroll Customers
3% Cash Bonus and Other Special Offers Available**

Hong Kong, 15th November, 2006 - The Bank of East Asia (“BEA”) today announces a promotional programme for new auto payroll customers. Starting now, customers who register on or before 31st December, 2006 and successfully arrange to have their salary deposited via auto payroll into their BEA accounts on or before 31st May, 2007 will receive a guaranteed cash bonus equivalent to 3% of their monthly salary. The cash bonus will be awarded to customers in the form of free credit card spending.

BEA’s General Manager & Head of Personal Banking Division, Mr. Tong Hon-shing, said, “We are pleased to introduce our programme for new auto payroll customers. New 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 bonus, there are other special offers available to eligible customers including a waiver of ATM card annual fees and the minimum balance requirement. Customers are also entitled to enjoy an extra-low subscription fee of just 2% on selected unit trusts / mutual funds, and selected insurance plans including travel insurance, household insurance, and domestic helper insurance are on offer at discounted rates of up to 15%.

Customers who open their first BEA deposit account, which include HKD savings, HKD current, multi-currencies statement savings, and all-in-one accounts, and register to become a BEA auto payroll customer on any Saturday on or before 30th December, 2006 will receive two complimentary UA Cinemas tickets.

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 30th 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.

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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