



聖雅各福群會  
St. James' Settlement



BEA 東亞銀行

**For Immediate Release**

## **St. James' Settlement and BEA Announce New Card**

### ***The Jointly Launched St. James' Settlement MasterCard Provides Special Benefits***

**Hong Kong, 6 January 2004** – St. James' Settlement (“SJS”) and The Bank of East Asia (“BEA”) today announce the launch of the St. James' Settlement MasterCard. The newly issued credit card will be available to all SJS staff, members and volunteers.

In addition to the broad spectrum of core credit card benefits provided by BEA, the St. James' Settlement MasterCard brings a series of unique privileges specifically designed for its Cardholders, including continuous waiver of annual fees, double bonus points whenever the Card is used to pay for membership or tuition fees, and exclusive discount offers on specific merchandise, courses or services at SJS. Supported by BEA's comprehensive range of financial services and its status as the preferred payment method at SJS, the new card will benefit all who seek services at SJS. Cardholders can take advantage of flexible, interest-free 6 or 12-month instalment plans when paying for tuition fees or health care services at SJS with the Card.

“Through the St. James' Settlement MasterCard, we are further strengthening the relationship between our agency and the people associated with it,” said Mr Michael K.C. Lai, Chief Executive Officer of SJS. “The special benefits and financial flexibility provided by the card will be of considerable value to our staff, members and volunteers,” Mr Lai added.

Dr. David K.P. Li, BEA's Chairman and Chief Executive, said: “BEA fully supports the social welfare initiatives undertaken by SJS, and our new co-branded card has been created as an expression of our support to those involved with the agency. We look forward to a long and rewarding partnership with SJS in fostering social service activities in Hong Kong.”

To mark the launch of St. James' Settlement MasterCard, from now until 31 December 2004, successful principal cardholder applicants will receive a Meyer cookware set or a super-slim portable CD player as a welcome gift.



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Application forms for the St. James' Settlement MasterCard are now available at the SJS office, 85 Stone Nullah Lane, Wanchai, Hong Kong and at all BEA branches. For more information, please call SJS at 2574 5201, or the BEA Customer Services Hotline for card services at 2838 2283.

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### **About St. James' Settlement**

Established in 1949, St. James' Settlement is a multi-social service agency with the mission to provide high quality service to answer the various and changing needs in the society and build an integrated and harmonious community.

Following Christian principles, SJS' centres on Hong Kong Island provide a wide range of social welfare services. SJS' services include health care, counseling, and educational services that are designed for people from all walks of life – children, teenagers, adults, seniors and those with special needs.

### **About The Bank of East Asia**

Established in 1918, BEA is the largest independent local bank in Hong Kong with total assets of HK\$189 billion (US\$24.3 billion) as of 30 June 2003. Over the years, BEA has gained an international reputation as a professionally managed and prudent financial institution that understands customers' needs. The BEA Group now operates over 100 branches and SupremeGold Centres in Hong Kong, 20 outlets in Greater China, and maintains an extensive presence in the U.S.A., Canada, the U.K., the British Virgin Islands and Southeast Asia.

In addition to the new St. James' Settlement MasterCard, BEA currently manages 24 affinity / co-branded card programmes with various institutions and professional bodies, offering customised services to meet the specific needs of their members. For information about BEA, please visit the bank's website at: <http://www.hkbea.com>.

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