

For Immediate Release

BEA SupremeGold Announces a Wide Range of Exclusive Offers
Luxurious Alaska Fly-Cruise Travel Package Available to Investors

Hong Kong, 6 April 2004 –The Bank of East Asia (“BEA”) today announces a series of exclusive offers for the new and existing customers of SupremeGold – the premier wealth management service introduced by the bank in late 2002.

Mr Tong Hon-shing, BEA’s General Manager and Head of Personal Banking Division, said: “Our SupremeGold Members demand, and deserve, the highest level of quality banking service available. We continually seek out ways to enhance the SupremeGold banking experience, to ensure that we more than meet our customers’ expectations. The quality and range of our latest offers reflect our commitment to banking excellence.”

During the promotional period from now until 18 June 2004, SupremeGold Members can enjoy **special discounts on subscription fees for selected funds**. Fees can be as low as just 2.5% of the subscription amount.

In addition to the special discounts on fund subscription fees, investors are entitled to **hotel and travel rewards** when their total investment on selected products amounts to HKD200,000 equivalent or above:

Total Investment Amount	Special Reward
HKD6,000,000 or above	P&O Travel – Diamond Princess 11-day Alaska Fly-Cruise Package (Roundtrip air ticket between Hong Kong and Vancouver on Air Canada plus Alaska Cruise Vacation onboard Diamond Princess with Outside Seaview Cabin)
HKD3,000,000 or above	P&O Travel – 4 days / 3 nights Angkor Wat Air + Hotel Package (Roundtrip air ticket between Hong Kong and Siem Reap on Vietnam Airlines plus 3-night accommodation at 5-star Sofitel Royal Angkor Hotel)
HKD1,000,000 or above	P&O Travel voucher worth HKD2,000
HKD500,000 or above	Conrad Hotel buffet dinner voucher for two
HKD200,000 or above	Mandarin Oriental Hotel high tea voucher for two

Furthermore, all new SupremeGold Members can enjoy a **waiver of their monthly service charges** until 30 September 2004. The first 1,000 new-to-bank customers will also receive a **brand-new Samsonite suitcase** as a welcome gift.

New and existing SupremeGold Members who successfully apply for BEA Credit Card will also receive further exclusive offers. Successful applicants for BEA PLATINUM Card will receive a HKD500 Lane Crawford **gift voucher or 5,000 Asia Miles™** as a welcome gift. SupremeGold Members who become BEA Gold Cardholders are entitled to a HKD300 Lane Crawford gift voucher or 3,000 Asia Miles.

About SupremeGold

SupremeGold is BEA's premier banking experience that offers its customers privileged financial analysis and services. SupremeGold Members receive personalised service provided by dedicated Relationship Managers and an exclusive welcome at SupremeGold Centres and SupremeGold Counters at BEA branches throughout Hong Kong and China. Members are entitled to priority service and enhanced financial protection including time deposit auto set-up service and flexible no-bounce cheque/ autopay protection, plus the waiver of many standard fees and charges. A wide variety of investment products and mortgage loan plans are also available. For more information, please visit any BEA SupremeGold Centre or SupremeGold Counter, call BEA Customer Service Hotline on 2211 1333, or visit the BEA website at www.hkbea.com.

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