

For Immediate Release

**BEA Wins “Web Care Award 2004” and
Hongkong Post’s “Distinguished Partnership Award”**

Hong Kong, 31 May 2004 – The Bank of East Asia (“BEA”) has recently won the “Web Care Award 2004” organised by the Internet Professionals Association. The award is a major event of the Web Care Campaign, which was launched in August 2001 to encourage organisations to enhance the accessibility of their websites for different user groups, irrespective of social status, background, or special needs.

BEA’s efforts in “bridging the digital divide” were recognised by the organiser for the Bank’s homepage, www.hkbea.com. BEA’s homepage has been customised to support the needs of different user groups, including the visually disabled, by increasing users’ accessibility to content and supporting assistive computer technology that is used by such groups to enable them to effectively view online content.

BEA has also recently won the “Distinguished Partnership Award” from Hongkong Post in recognition of the Bank’s dedication to promoting e-Business and e-Cert to the community at large. As a pioneer in the field of online banking services in Hong Kong, BEA was one of the first organisations to embrace corporate and personal Internet banking through the use of digital certificates.

As an added security measure, BEA highly recommends that its customers login to the Bank’s Internet banking site, Cyberbanking, using digital certificates. The two-factor authentication process required by digital certificates under the Electronic Transactions Ordinance boosts security and substantially reduces the risk of unauthorised access to personal or business accounts online. In support of the Hong Kong Smart Identity Card with e-Cert Campaign, BEA is offering a free card reader to the first 1,000 new Cyberbanking customers who register to use e-Certs on their Hong Kong Smart Identity Cards to access Cyberbanking.

BEA’s recent awards affirm its commitment to providing user friendly, convenient, and secure Internet banking services to customers from all walks of life. For more information on BEA, please visit any BEA branch or log onto the Bank’s homepage at www.hkbea.com. To learn more about Cyberbanking, please visit www.hkbea-cyberbanking.com.

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