

For Immediate Release

**BEA Announces the Opening of its Prince Edward Branch
and Fifteenth SupremeGold Centre**

Hong Kong, 7 July 2004 – The Bank of East Asia (“BEA”) has announced the opening of its Prince Edward Branch and fifteenth SupremeGold Centre, which is located within the branch. BEA’s new presence in Prince Edward, a popular location in Kowloon for residents and visitors, strengthens the Bank’s 100-strong branch network in Hong Kong.

Strategically located on Nathan Road near the exit of Prince Edward MTR Station, Prince Edward Branch conveniently serves customers in an area with high pedestrian traffic. With a total floor area of 8,000 sq. ft., the new branch provides a complete range of banking and financial services to individuals and businesses in the district. Such comprehensive service is in line with the Bank’s strategy to offer a total banking solution to each and every customer.

At the exclusive Prince Edward SupremeGold Centre, members can obtain information on a wide spectrum of investment services, including stock trading, unit trusts, mutual funds, bonds, and linked deposits. The Centre is staffed with experienced personnel who provide members with priority attention in a comfortable and private environment. Dedicated Relationship Managers are also assigned to members and offer personalised financial and investment assistance, relay real-time financial market information, and deliver updates on worldwide investment opportunities.

BEA launched SupremeGold in late 2002. To date, fifteen SupremeGold Centres have been established in prime districts including Tsimshatsui, Mongkok, Kwun Tong, Sheung Wan, Wanchai, Tsuen Wan, Causeway Bay, Tuen Mun, Yuen Long, Hung Hom, and North Point. With the establishment of the new Prince Edward SupremeGold Centre, members can now enjoy enhanced access to personalised wealth management services. BEA plans to expand SupremeGold’s coverage to a total of twenty centres within this year. For more information on SupremeGold, please visit BEA’s website at <http://www.hkbea.com>.

The new Branch and SupremeGold Centre are located at G/F, Hanley House, Nos. 776-778 Nathan Road, Mongkok, Kowloon. Both are open for business from 9.00 am to 5.00 pm (Monday to Friday) and 9.00 am to 1.00 pm (Saturday). For greater details on the services available, please contact the Branch Manager, Mr Simon Lui on 2395 5321.

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