

For Immediate Release

**BEA Celebrates the Relocation of its Yaumatei Branch
and the Opening of the Bank's Newest SupremeGold Centre**

Hong Kong, 10th September 2004 – The Bank of East Asia (“BEA”) today announces the relocation of its Yaumatei Branch to G/F, 526 Nathan Road, Kowloon. The opening of the branch at its new location also marks the opening of BEA’s newest SupremeGold Centre, bringing the total number of SupremeGold Centres in Hong Kong to eighteen. With the new branch and SupremeGold Centre, BEA now provides one-stop, comprehensive banking and investment services to residents and businesses in the district.

Strategically located on Nathan Road in Kowloon, near the exit of the Yaumatei MTR Station, BEA’s Yaumatei Branch and SupremeGold Centre will support an area with heavy pedestrian flow. With a total floor area of 6,000 sq. ft., the new branch provides a complete range of services to a diverse clientele, in line with the Bank’s strategy of offering a total banking solution to its customers.

At the exclusive Yaumatei SupremeGold Centre, customers can obtain information on a wide spectrum of personal investment services, including investment funds, securities trading, currency trading, insurance, and unit trusts. The Centre is staffed with experienced and knowledgeable personnel, ready to serve walk-in SupremeGold customers. Dedicated Relationship Managers are also assigned to customers and provide assistance, relay real-time financial market information, and deliver updates on worldwide investment opportunities.

BEA launched SupremeGold in late 2002. SupremeGold Centres have been established in Hong Kong’s prime districts including Tsimshatsui, Mongkok, Kwun Tong, Sheung Wan, Wanchai, Tsuen Wan, Causeway Bay, Tuen Mun, Yuen Long, Hung Hom, North Point, and Yaumatei. The opening of the Yaumatei SupremeGold Centre will enable customers living and working in the area to enjoy convenient access to BEA’s wealth management services. BEA plans to expand the SupremeGold Centres to a total of twenty by the end of this year. For more information on SupremeGold, please visit BEA’s website at www.hkbea.com.

The new Branch and SupremeGold Centre 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 more information on the services available, please contact the Branch Manager, Ms. Wanda Leung on 2740 0826.

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