

For Immediate Release

**New BEA RMB Credit Card Serves as
Convenient Payment Solution for Travellers to China**
Promotional Offers Include Lucky Draw for Free Apartment in China

Hong Kong, 6th December, 2004 – The Bank of East Asia (“BEA”) today announces the launch of its newest card product, the BEA RMB Credit Card (“the Card”). Developed for the financial convenience of consumers who frequently travel to the Mainland, the Card is accepted at merchant outlets that are affiliated with China UnionPay (“CUP”).

From now till 31st January, 2005, all successful BEA RMB Credit Card applicants will be automatically entered into a special lucky draw. The prize is an apartment at the Morning Star Villa “Canale di Venezia” in Zhongshan, China. Other welcome gifts include a 6-in-1 travel bag and decorative electronic fish tank. Cardholders also receive an annual fee waiver for the first two years.

Mr. Chan Kay-cheung, Executive Director & Deputy Chief Executive at BEA, said: “We are extremely pleased to announce the availability of the BEA RMB Credit Card. The card face design depicts golden fish swimming in the water. These fishes represent our target customers - people who travel China frequently. Moreover, in Chinese culture, both water and golden fish represent wealth, which also reflects our objective to help our customers to manage and grow their wealth. With this Card, Hong Kong people who visit the Mainland can now make purchases and save on currency conversion costs, as all transactions are calculated in RMB.” In addition to making credit card purchases, cardholders can also withdraw cash and check their account balances, 24 hours a day, at CUP-affiliated ATMs nationwide in China.

Cardholders making purchases in the Mainland earn one Bonus Point for each RMB1 spent using their cards. With the Bonus Points earned, cardholders can redeem cash coupons and convert points to Asia Miles™ from BEA Bonus Gallery.

In addition to services available through their cards, cardholders can also enjoy BEA’s one-stop RMB services. These include RMB savings and time deposits, RMB exchange and remittance services, Cyberbanking RMB Card services, and real-time fund transfers to China.

To obtain application form for the BEA RMB Credit Card, customers may visit any BEA branch or contact the BEA Credit Card Customer Services Hotline on 2838 2283. For more information on BEA and its extensive credit card and RMB services, please logon to the Bank’s homepage at www.hkbea.com.

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About The Bank of East Asia

Since its incorporation in Hong Kong in 1918, BEA has dedicated itself to serving the people of Hong Kong, as well as providing business and personal banking services in China and overseas. BEA is the largest independent local bank in Hong Kong, with total assets of HKD194 billion (USD24.9 billion) as of 30th June, 2004. BEA is listed on the Stock Exchange of Hong Kong and is one of the constituent stocks of the Hang Seng Index. Currently the BEA Group operates more than 150 outlets worldwide, including over 100 branches and SupremeGold Centres in Hong Kong, 21 outlets in Greater China, and an extensive international network covering the United States, Canada, the United Kingdom, the British Virgin Islands, and Southeast Asia.

In addition to its own brand core cards, BEA currently manages 22 affinity / co-branded card programmes with various institutions and professional bodies.

For more information on BEA, please visit the Bank's website at: www.hkbea.com.

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