

For Immediate Release

**BEA Celebrates the Opening of its United Centre Branch
*Opening Also Marks the Establishment of
the Bank's 22nd SupremeGold Centre in Hong Kong***

Hong Kong, 14th December, 2004 – The Bank of East Asia (“BEA”) today announces the grand opening of its United Centre Branch and twenty-second SupremeGold Centre in Hong Kong. BEA's Director, Dr. William Mong Man-wai, officiated as Guest of Honour and was joined by BEA's Chairman and Chief Executive, Dr. David K.P. Li, as well as other directors and senior executives of the Bank in a ribbon cutting ceremony, which was followed by a cocktail reception.

Strategically located on Queensway in Admiralty, near the Admiralty MTR Station, BEA's United Centre Branch and the new SupremeGold Centre support an area with heavy pedestrian flow. 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 United Centre SupremeGold Centre, customers can obtain information on a wide spectrum of personal investment services, including investment funds, securities trading, currency trading, and insurance. The centre is staffed with highly experienced personnel and dedicated Relationship Managers are also available to meet individual banking and financial needs.

BEA launched SupremeGold in late 2002. SupremeGold Centres have been established in Hong Kong's prime districts including Central, Admiralty, Causeway Bay, North Point, Sheung Wan, Wanchai, Taikoo Shing, Hung Hom, Jordan, Kwun Tong, Mongkok, San Po Kong, Tsimshatsui, Yaumatei, Tsuen Wan, Tuen Mun, and Yuen Long. The opening of the new SupremeGold Centre will enable customers living and working in the area to enjoy convenient access to BEA's wealth management services. For more information on SupremeGold, please visit BEA's website at <http://www.hkbea.com>.

The new branch and SupremeGold Centre are located at Shop Nos. 1007-1008, 1/F, United Centre, 95 Queensway, Admiralty, Hong Kong. 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 more information on the services available, please contact the Branch Manager, Ms. Rebecca Fung, on 2861 1763.

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For press enquiries, please contact:

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