

For Immediate Release

**BEA Credit Card Announces Results of
“Happy Family” Grand Lucky Draw**

Hong Kong, 8 April 2003 – In an award presentation ceremony held today, the Bank of East Asia (BEA) announced the winners of the “Happy Family Grand Lucky Draw”, a fantastic reward programme for BEA credit card holders launched in August 2002. Two lucky BEA cardholders claimed the two grand prizes: A HK\$1,000,000 BEA Credit Card spending credit; and a MINI COOPER.

BEA Chairman and Chief Executive Dr. David K. P. Li presented the prizes to the winners. In addition to the two grand prize winners, five lucky cardholders won a HK\$50,000 food voucher each, and ten lucky winners were awarded one catty of Bird Nest each.

Dr. Li said: “We at BEA take great pride in our BEA credit card privilege programme, rewarding our cardholders with top prizes for their loyalty to BEA. It is very heartwarming to see the joy expressed by all the winners; we look forward to many more awards and many more winners in months and years to come.”

During the “Happy Family” promotion period from August 2002 to February 2003, BEA Cardholders were automatically entitled to enter into a Monthly Lucky Draw to win HK\$500 spending credit or cash coupon by spending just HK\$1,500 with their BEA credit cards. Cardholders who spent over HK\$1,500 in at least four out of the seven months during the promotion period, or whose month-end balance exceeded HK\$4,500, were eligible for the Grand Lucky Draw.

In addition to its own brand core cards, BEA currently manages 23 affinity / co-branded card programmes with various institutions and professional bodies. These include The University of Hong Kong, The Hong Kong Polytechnic University, The School of Professional and Continuing Education of the University of Hong Kong, The Law Society of Hong Kong, Certified Practising Accountants Australia, Hong Kong Sheng Kung Hui Welfare Council, The Hong Kong and China Gas Company Limited, St. Paul’s Co-educational College Alumni Association Limited, Pacific Century Insurance Company Limited, Pacific Century CyberWorks Limited – No.1 Club and Celestial Asia Securities Holding Limited (CASH), Seiyu Department Store and Dragon Centre etc.

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