

For Immediate release

**BEA Announces Results of
“Children Education Fund Sponsorship Programme 2003”**

Hong Kong, 28 July 2003 – The Bank of East Asia (“BEA”) today announced the winners of the “Children Education Fund Sponsorship Programme”, a promotional event for its education insurance product under *EnsurPro*. In the prize presentation ceremony, three winners were awarded the Grand Prize of Education Insurance worth HK\$150,000 in total. Six past winners and their families also joined the function to share the joy.

Mr Adrian Li, BEA’s Head of Corporate Banking Division presented to the three lucky winners. He said: “BEA cares about the education development of Hong Kong’s future generations through this programme. Moreover, our sponsorship has reflected the long-term commitment of BEA to the Hong Kong society.”

This is the third year that BEA runs the “Children Education Fund Sponsorship Programme”. The theme of the programme this year is ‘BB competition’, which was held at the Discovery Park, Tsuen Wan on 17 May. Three winners have been selected based on various competitions. Each of them is awarded the Grand Prize - Education Insurance of HK\$50,000.

The Education Insurance Policy allows parents to plan for their children’s future, ensuring financial support for their tertiary education.

The BEA Group offers a full range of insurance products under the brand *EnsurPro*, underwritten by the Group’s insurance arm Blue Cross (Asia-Pacific) Insurance Limited (“Blue Cross”). *EnsurPro* provides a comprehensive range of insurance options, including: Valuable Saving Insurance, Dear Lady Insurance, Education Insurance, Critical Illness Insurance, 10-Year Term Life Insurance, Mortgage Life Insurance, Dental Care Protection, Travel Insurance, China Travel Insurance, Annual Travel Insurance, China Access Pass, Household Insurance, Domestic Helper Insurance, Personal Accident Insurance, and Medical Insurance & Group Insurance. Each product is designed specifically to help families and individuals plan for their future well-being.

For detailed information on all of the above products, please call BEA Ensuro Hotline on 2163 1818.

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For press enquiries, please contact:

Ms Louise Wong, Senior Officer / Ms Tiffany Lai, Administrative Assistant
Strategic Marketing Department, Blue Cross

Tel: 2163 1162

Fax: 2163 1828