

For Immediate Release

The East Asia Bancassurance “Children Education Fund Sponsorship Programme 2002” Award Presentation

Hong Kong, 10 April 2002 – This is the second year that the “Children Education Fund Sponsorship Programme” to be held in the form of photo competition. The theme of the competition this year is “The Most-Resembled Parent-Child Photo Competition”. Three winners will be elected by the public based on the level of parent-child resemblance. Each of them will be awarded an Education Insurance of HK\$50,000. The pair of parent-child who received the highest vote will be presented a digital camera in addition.

Having gone through the public voting process, three winners have been elected and are to be awarded today by Mr. Adrian Li, General Manager and Head of Corporate Banking Division of The Bank of East Asia (“BEA”). “The BEA Group cares about the education development of Hong Kong’s future generations,” said Mr. Li.

This sponsorship programme symbolises the long-term commitment of the BEA Group to the development of Hong Kong society through investing in the education of our future generation.

The Education Insurance Policy is one of 11 East Asia Bancassurance products available at any BEA’s branches. The Policy allows parents to plan for their children’s future, ensuring financial support for tertiary education.

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