

**For Immediate Release**

## **BEA Extends Service Hours before the Lunar New Year Holiday**

**Hong Kong, 1<sup>st</sup> February, 2008** – The Bank of East Asia (“BEA”) announces that all branches in Hong Kong will extend their service hours on 4<sup>th</sup> and 5<sup>th</sup> February, 2008 (Monday and Tuesday) for the convenience of the Bank’s customers leading up to the Lunar New Year holiday. All branches will be open until 6:00 p.m. on both days.

Starting from 6<sup>th</sup> February, 2008 (Wednesday), normal service hours will resume at all BEA branches\* as follows:

9:00 a.m. to 5:00 p.m. from Monday to Friday  
9:00 a.m. to 1:00 p.m. on Saturdays

\*The following 10 branches will be open Monday to Friday and closed on Saturdays: The University of Hong Kong Branch, Lingnan University Branch, The Hong Kong Institution of Education Branch, Hong Kong Baptist University Branch, The Hong Kong Polytechnic University Branch, The Chinese University of Hong Kong Branch, Hong Kong University of Science & Technology Branch, Cheung Chau Branch, Silvermine Bay Branch, and Tai O Branch.

### **About The Bank of East Asia**

Incorporated in Hong Kong in 1918, BEA is dedicated to providing comprehensive retail and commercial banking services to its customers in Hong Kong, Greater China, and overseas. BEA is the largest independent local bank in Hong Kong, with total consolidated assets of HK\$343.2 billion (US\$43.9 billion) as of 30<sup>th</sup> June, 2007. The Bank is listed on the Stock Exchange of Hong Kong and is one of the constituent stocks of the Hang Seng Index.

With more than 200 outlets worldwide, BEA operates an extensive international network covering Hong Kong and Greater China, the United States, Canada, the United Kingdom, the British Virgin Islands, and Southeast Asia. For more information on BEA, please visit any BEA branch or the Bank’s homepage at [www.hkbea.com](http://www.hkbea.com).

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For press enquiries, please contact:

Mr. Simon Lau  
Head of Branch Distribution Department  
Personal Banking Division, BEA  
Tel.: (852) 3608 2388  
Email: [laus@hkbea.com](mailto:laus@hkbea.com)

***BEA – Serving customers through one of Hong Kong’s largest banking networks, with over 130 branches and SupremeGold Centres around town***

**The Bank of East Asia, Limited** 東亞銀行有限公司  
10 Des Voeux Road Central, Hong Kong 香港中環德輔道中10號  
Telephone 電話 (852) 3608 3608 Facsimile 傳真 (852) 3608 6000 Telex 電傳 HX 73017  
[www.hkbea.com](http://www.hkbea.com)