

For Immediate Release

**BEA-USA Relocates City of Industry Branch
To Hacienda Heights, Los Angeles County**

New York, June 23, 2008 – The Bank of East Asia (U.S.A.) N.A. (“BEA-USA”) today announces that it has relocated its City of Industry Branch to 17180 Colima Road, Hacienda Heights, CA 91745 from its former location at 1675 Hanover Road, City of Industry, California 91748.

Following this relocation, the City of Industry Branch has been renamed the Hacienda Heights Branch. Strategically located in the major retail and commercial district of the local Asian community, the Hacienda Heights Branch will enable BEA-USA to provide residents and businesses of this vibrant community with more convenient access to the Bank’s full range of banking services.

Services offered by BEA-USA’s Hacienda Heights Branch include account and deposit services, residential and commercial mortgages, commercial loans, small business loans, trade finance, and remittance services. For more information on the Hacienda Heights Branch, please contact Mr. Bob Chen, Vice President & Branch Manager, on (1-626) 965 3058. For general enquiries, please call (1-626) 965 3938.

About The Bank of East Asia (U.S.A.) N.A.

BEA-USA is a wholly owned subsidiary of The Bank of East Asia (“BEA”). Headquartered in New York, BEA-USA is a full service, relationship-oriented community bank that provides comprehensive retail banking, commercial banking, and trade finance services in New York City and the Greater Los Angeles and San Francisco areas. BEA-USA had total assets of US\$723 million as of 31st December, 2007 and currently operates 12 branches. The network includes three branches in the New York City boroughs of Manhattan, Brooklyn, and Queens; five branches in the Los Angeles County cities of Alhambra, Hacienda Heights, Temple City, Torrance, and San Gabriel; and four branches in the San Francisco area.

Combining highly accessible, personalized service with the resources and expertise of BEA’s international operations, BEA-USA offers a wide range of products and service beyond the capabilities of most local community banks. For more information on BEA-USA, please visit its homepage at www.hkbea-beausa.com.

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\$394 billion (US\$50.51 billion) as of 31st December, 2007. The Bank is listed on the Stock Exchange of Hong Kong and is one of the constituent stocks of the Hang Seng Index.

BEA currently operates more than 220 outlets worldwide, including over 130 branches and SupermeGold Centres in Hong Kong, more than 50 outlets in Greater China and an extensive international network covering 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.

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