

For Immediate Release

BEA-USA Opens Branch in Oakland, California
Bank Also Rationalises Branch Network in San Francisco

New York, January 20, 2009 – The Bank of East Asia (U.S.A.) N.A. (“BEA-USA”) today announces that it has opened a new branch in Oakland, California, a densely populated city and major west coast port. BEA-USA’s newest branch is located on Ninth Street in one of the city’s major retail and commercial districts serving the Asian community.

Services offered by BEA-USA’s Oakland Branch include account and deposit services, residential and commercial mortgages, commercial loans, small business loans, trade finance, and remittance services.

As part of its ongoing branch rationalisation efforts, BEA-USA will also merge its San Francisco Financial District Branch with its San Francisco Chinatown Branch after the close of business on January 23, 2009. Once the merger is completed, customers in the Financial District should visit the Chinatown Branch (address: 1001 Grant Avenue, San Francisco, CA 94133) for assistance.

With the opening of its Oakland Branch, BEA-USA now offers banking services to residents and businesses on the eastern side of San Francisco Bay. BEA-USA also operates four other branches in the Bay Area: three in San Francisco to the west, and one in South San Francisco near Silicon Valley.

Located at 401 Ninth Street, Oakland, CA, 94607, US, the Oakland Branch is open for business from Monday to Thursday 9:00 a.m. to 5:00 p.m., Friday 9:00 a.m. to 6:00 p.m., and Saturday 9:00 a.m. to 2:00 p.m. For more information on the branch and the services available, please call the Branch Manager, Mrs. Ellen Tam on (1-510) 208-2141.

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\$772 million as of June 30, 2008 and currently operates 13 branches, including three branches in New York City, five branches in Los Angeles, and five branches in the San Francisco Bay Area.

Combining highly accessible, personalised service with the resources and expertise of BEA’s international operations, BEA-USA offers a wide range of products and services 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\$396.6 billion (US\$50.85 billion) as of June 30, 2008. 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 230 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.

- End -

Media contact:

Mr. Peng-wah Tang
President and Chief Executive Officer
BEA-USA
Tel: 1-212-238-8238
Email: tangpw@hkbea-us.com