

PRESS RELEASE

FOR IMMEDIATE RELEASE

24 OCTOBER 2006

Fubon Bank (Hong Kong) Launches Elite Platinum

A card that brings you immediate investment return and Takes your wealth management to new heights

(Hong Kong: 24 October 2006) Fubon Bank (Hong Kong) Limited (“the Bank”) today launched Elite Platinum to target those affluent individuals who deserve a more rewarding platinum card. The brand new platinum card is designed to provide cardholders with a special rewards scheme in addition to a wealth of exclusive privileges.

Named Elite Platinum, the new card combines the beauty of credit card privileges and wealth management by turning every single dollar of the cardholder’s investment into cash credit reward. In addition to retail spending, cardholders can also earn bonus points through subscription of designated unit trust, insurance plan or securities products. The bonus points will be automatically credited into the cardholder’s Elite Platinum account so that the cardholder can redeem cash credit or cash coupons to realize their investment return immediately. For every 20,000 accumulated bonus points, cardholders can redeem HK\$100 cash credit or renowned merchant cash coupons.

Ms. Shera Lee, Senior Vice President and Head of Consumer Banking of Fubon Bank (Hong Kong) said, “In Hong Kong, there is a large group of outstanding and affluent individuals who place increasing emphasis on the real benefits that a credit card can offer. Most of them may already have more than one platinum card, however, they deserve a platinum card which can bring them a brand new experience. Fubon Elite Platinum is specifically designed to fulfill the sophisticated expectation of this prestigious group as it is a card that rewards cardholders with immediate return on their investment with us, helping them to capture every single opportunity to grow their wealth in addition to offering them a wide array of exceptional privileges.”

Elite Platinum cardholders can also enjoy a privileged concierge service via a 24-hour designated hotline. Dedicated Elite Personal Assistant will provide cardholders with referral services and help them to make reservation at designated overseas hotels, restaurants and golf courses, etc. Moreover, cardholders can access medical and travel assistance, enabling them to enjoy their holiday with a peace of mind. Should the cardholder require medical opinion at critical moments, Elite Concierge service can help arrange second medical opinion service provided by medical professionals of renowned hospitals in the United States to ease the cardholder's worries.

Applicants who successfully apply on or before 31 January 2007 will receive attractive welcome offer, including one Hong Kong to Shanghai Round-trip Economy-Class Air Ticket or one Hong Kong to Taipei / Kaohsiung Round-trip Economy-Class Air Ticket, Oregon Scientific Music Element 2.1 CD Micro System, Oregon Scientific iBall™ Wireless Stereo Speaker or **city'super** HK\$1,000 cash voucher. In addition, cardholders can also upgrade their gift to Elite Upgraded Welcome Gift upon subscription of designated unit trust product at HK\$100,000 or above, or Fubon Whole Life Insurance with first-year premium of HK\$100,000 or above. Choices of upgraded welcome gifts include the popular MOTOKRZR K1 mobile phone, Nikon COOLPIX S8 7.1 megapixels digital camera and the abovementioned air tickets but for two persons.

Furthermore, Elite Platinum cardholders can enjoy an array of exclusive discounts and privileges at a wide range of merchants all year round.

"We are confident that the exclusive features of Elite Platinum, together with the Bank's comprehensive range of investment products, will help our prestigious cardholders to capture investment opportunities and grow their wealth, and at the same time reaffirm the Bank's commitment to Value Banking. We also believe that the launch of Elite Platinum will help us to acquire a customer segment with strong financial standing that pave the way for future cross-selling opportunities of our wealth management products," Ms. Lee concluded.

New customers with asset amounted to HK\$1,000,000 or with an annual income of HK\$1,000,000 are qualified to apply for Elite Platinum. Other privileges of Elite Platinum include first three-year annual fee waiver, first half-year custody fee waiver for cardholders who open new securities account with the Bank, 20% discount on Fubon Travel Insurance subscription fee and lost card protection. Moreover, the Elite Rewards Bonus Point Scheme allows cardholders to earn double bonus points for all overseas spending and on retail transactions of HK\$300 or above on Saturdays and Sundays. Cardholders can even earn triple bonus points for retail transactions of HK\$300 or above on Saturdays and Sundays in their birth month.

Customers who are interested to apply for Fubon Elite Platinum can call the Elite Platinum 24-hour Designated Hotline at 2806 7200, or visit the Bank's website www.fubonbank.com.hk.

Notes to Editor:

Fubon Bank (Hong Kong) Limited

Fubon Bank (Hong Kong) Limited ("Fubon Bank") is a subsidiary of Fubon Financial Holding Co., Ltd., a leading financial services group in Taiwan which is engaged in commercial banking, insurance, securities brokerage, asset management and investment banking services. Fubon Bank operates 28 retail outlets in Hong Kong including 22 branches, 4 Ambassador Banking Centers and 2 Securities Services Centers, and provides a wide range of financial services encompassing consumer and wholesale banking, hire purchase, securities brokerage and investment services. Fubon Bank is listed on the Stock Exchange of Hong Kong (stock code: 636) and holds an A-2 short-term, BBB+ long-term rating from Standard & Poor's. The rating reflects Fubon Bank's strong capitalization, good liquidity and sound asset quality.

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