

PRESS RELEASE

FOR IMMEDIATE RELEASE

Fubon Bank (Hong Kong) Launches New Fixed Deposit Promotion Presenting Customers with Extra Privileges and Attractive Cash Rewards

(Hong Kong: 5 July 2010) Fubon Bank (Hong Kong) Limited (“the Bank”) today announced the launch of a new Fixed Deposit Promotion. Customers who open a designated fixed deposit account with new funds on or before 30 September 2010 are exclusively entitled to a series of privileges and attractive cash rewards. Details are as follows:

“Fubon Fixed Deposit Promotion” - Account Opening Double Welcome Offers

From now till 30 September 2010, new customers who open the first fixed deposit account with new funds of HK\$500,000 or above or equivalent in designated currencies and in 3, 6, 9 or 12 months tenor will receive the double offers below:

- Fabulous Welcome Lai See - all eligible new customers will be entitled to equally share HK\$288,888 Welcome Lai See and
- A 24K Gold-plated Tiger Ornament*

Fixed Deposit Currency	24K Gold-plated Tiger Ornament Entitlement* (Total 4 themes)
HKD	Happy Tiger
USD	Blessing Tiger
AUD	Wealthy Tiger
NZD	Fortune Tiger

* Customers who open a new fixed deposit account in another designated currency with new funds of HK\$500,000 or above or equivalent during the promotion period will be entitled to another 24K Gold-plated Tiger Ornament under a different theme. Further entitlement will be based upon this assumption and so forth.

“Fubon Fixed Deposit Promotion” - Fixed Deposit Offers

Existing and new customers who place a 3, 6, 9 or 12 months tenor fixed deposit with new funds in designated currencies are entitled to receive up to HK\$1,088 cash reward for every HK\$100,000 or equivalent fixed deposit amount, without any upper limits:

Currency	Fixed Deposit Amount (HK\$)	Cash Reward Entitlement for Every HK\$100,000 or Equivalent Fixed Deposit Amount (HK\$)			
		3 months tenor	6 months tenor	9 months tenor	12 months tenor
HKD	Below \$1,000,000	\$200	\$400	\$600	\$850
	\$1,000,000 or above	\$220	\$450	\$710	\$950
USD	Below \$1,000,000 equivalent	\$180	\$470	\$680	\$1,000
	\$1,000,000 or above equivalent	\$200	\$500	\$730	\$1,088
AUD / NZD	Below \$1,000,000 equivalent	\$180	\$400	\$600	\$800
	\$1,000,000 or above equivalent	\$200	\$430	\$650	\$850

“Fubon Fixed Deposit Promotion” - Member-get-member Offer

Customers referring a new customer who successfully opened the above designated fixed deposit account with new funds of HK\$500,000 or above or equivalent will be entitled to generous rewards:

No of Successful Referrals	Rewards Entitlement
1 referral	HK\$80 Cash Reward
2 referrals	HK\$200 Cash Reward
3 – 5 referrals	A 24K Gold-plated Tiger Ornament (Happy Tiger)
6 – 7 referrals	Two 24K Gold-plated Tiger Ornaments (Happy Tiger & Blessing Tiger)
8 – 9 referrals	Three 24K Gold-plated Tiger Ornaments (Happy Tiger, Blessing Tiger & Wealthy Tiger)
10 referrals or above	Four 24K Gold-plated Tiger Ornaments (Happy Tiger, Blessing Tiger, Wealthy Tiger & Fortune Tiger)



Fubon Bank
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The offers are limited and on a first-come-first-served basis. Customers who are interested in the Bank's above promotion offers can call Fubon Bank's Enquiry Hotline at 2806 5088, visit any Fubon Bank branches, or click onto the Bank's website www.fubonbank.com.hk.

Terms and Conditions:

1. "Fubon Fixed Deposit Promotion" ("The Promotion") period ("Promotion Period") is valid till 30 September 2010 (30 September 2010 inclusive).
2. The Promotion is subject to relevant terms and conditions, for details, please contact staff of Fubon Bank (Hong Kong) Limited ("the Bank").
3. The Promotion is only applicable to fixed deposit accounts with new funds in designated currencies (including HKD, USD, AUD or NZD), and the tenor must be 3, 6, 9 or 12 months ("Designated Fixed Deposit Account").
4. Joint account will be regarded as a single entity.
5. The Promotion offers are limited and on a first-come-first-served basis.
6. The Promotion offers cannot be used in conjunction with other promotion offers.
7. Customers must maintain their accounts with the Bank as valid and in normal status from the Promotion Period to the reward date so as to enjoy The Promotion offers.
8. The Golden Tiger Ornaments under The Promotion are provided by the relevant suppliers. Their sizes and colors are subject to the condition of actual products. The Bank is not the supplier and shall have no direct or indirect liability relating to any aspect of the Golden Tiger Ornaments.
9. The Bank reserves the right to suspend, vary or cancel The Promotion offers and amend the relevant terms and conditions anytime without prior notice. In case of dispute, the decision of the Bank is final and conclusive.

Remarks:

Fubon Bank (Hong Kong) Limited is a member of the Deposit Protection Scheme. Eligible deposits taken by this Bank are protected by the Scheme up to a limit of HK\$100,000 per depositor. The repayment of eligible deposits in excess of the amount protected under the Deposit Protection Scheme taken by Fubon Bank (Hong Kong) Limited is guaranteed by the Hong Kong SAR Government's Exchange Fund, until the end of 2010.

Risk Disclosure Statements:

Foreign currency investments are subject to exchange rate fluctuations which may provide both returns and risks. The fluctuation in the exchange rate of currency may result in losses in the event that the customer converts the currency into other currency.

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 corporate and investment banking, financial markets, consumer finance, wealth management, investment management and insurance. Fubon Bank operates 24 retail outlets in Hong Kong including 22 branches and 2 Securities Services Centres, and provides a wide range of financial services encompassing consumer and wholesale banking, wealth management, financial markets, 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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