



恒生銀行

HANG SENG BANK

Press Release

31 January 2005

HANG SENG CELEBRATES THE YEAR OF THE ROOSTER

To celebrate the Year of the Rooster, Hang Seng Bank has prepared three new e-Cards for customers.

The three new e-Cards, which include the "M.I. Kid God of Wealth" and "Red Packet Pairs" games, have been added to the existing Lunar New Year card collection to make up a total of 11 designs. Since the launch of the Hang Seng e-Card programme four years ago, around 230,000 cards in six categories have been sent out. The e-Cards are available in English, traditional and simplified Chinese.

Customers can access the e-Cards by visiting www.hangseng.com/ecards and cn.hangseng.com/ecards, or by clicking the God of Wealth e-Card icons on the homepages of the Bank's Hong Kong and mainland websites, or the e-Card icons in Hang Seng Personal and Business e-Banking.

Hang Seng is also celebrating the Lunar New Year with displays of the eye-catching God of Wealth and Lion Dance designs at the front entrance of the Bank's Main Branch in Central. In addition, huge outdoor banners featuring the God of Wealth decorated the Bank's branches in Quarry Bay, Mongkok and Tsuen Wan (Tai Ho Road) to extend festive greetings to customers.

Founded in 1933, Hang Seng Bank is a principal member of the HSBC Group and the second largest listed bank in Hong Kong in terms of market capitalisation. It operates 159 branches and automated banking centres in Hong Kong; a branch in Macau; and a network of five branches (in Shanghai, Guangzhou, Shenzhen, Fuzhou and Nanjing), three sub-branches (two in Shanghai and one in Shenzhen) and two representative offices (in Beijing and Xiamen) in mainland China. The Bank also has a representative office in Taipei.

With consolidated assets of HK\$503.9 billion as at 30 June 2004, the Bank reported a profit attributable to shareholders of HK\$6.24 billion for the first six months of 2004, and HK\$9.54 billion in 2003. For further information on Hang Seng, please visit the Bank's website at www.hangseng.com and cn.hangseng.com.

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