

Press Release

January 28, 2004

**Dah Sing Bank Launches A Retail Certificates of Deposit In HKD
With An Interest Rate Up to 3.5% p.a.**

To become a “Financial Services Provider of Choice”, Dah Sing Bank is progressive in developing its wealth management business and offering a full range of high quality banking services to the customers.

Due to the overwhelming response of the Retail Certificates of Deposit (“CD”) from the market, Dah Sing Bank (“DSB”) announced the launch of another HKD Retail CD with step-up interest rate of 3.5%, from which customers can enjoy stable and high returns.

The new tranche of DSB HKD Retail CD is issued at an amount of HK\$100 million for a deposit period of 5 years. Dah Sing Bank may exercise its call option to redeem all of the Retail CD at par after the end of the first 2 years. The coupon rate for the first 2 years is at 3.25% p.a. and 3.5% p.a. for the subsequent 3 years if the call option is not exercised.

In addition, customers who subscribe both Retail CD and unit trust simultaneously can enjoy a waiver on the Retail CD subscription fee at 0.15% of subscription amount and a special discount offer on mutual fund subscription fee.

Coupon Rate	<u>Period</u> First 2 years 3 years thereafter	<u>Interest Rate</u> 3.25% p.a. 3.5% p.a. (This step-up interest rate is applicable if Dah Sing Bank does not exercise its call option)
Deposit Period of the Issue	5 Years	
Interest Payment	Payable every 3 months	
Issue Amount	HK\$100,000,000.00	
Minimum Denomination	HK\$50,000	
Subscription Fee	0.15% on Subscription Amount *	

* If subscribe investment fund at the same time, customers can enjoy a waiver on the 0.15% subscription fee.

Subscription Period	From now till February 25, 2004
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Subscription Channel	Subscription for CD will be on a first-come-first-serve basis. Customers can subscribe for the CD and obtain the relevant Term Sheet through any of the Dah Sing and Mevas branches and the 10 Dah Sing VIP Banking Service Centers.
Rating of Issuer	The Issuer is rated [P-2 short-term] and [Baa1 long term] by Moody's Investor Service Inc. And [F-2 short-term] and [A-minus long term] by Fitch Ratings Limited
Others	<p>Customers can enjoy:</p> <p>1) Privileged Standby Credit Facility Max Loan Ratio : Granted in HKD at 90% of the CD face value or market value (whichever is lower) Interest Rate : at Prime - 0.25% (currently 4.75% p.a.)</p> <p>2) Pre-approved Platinum / Gold Credit Card</p>