



## **Digi-Sign Offers Security Solution to The Bank of East Asia's Corporate Cyberbanking Customers**

(24 October 2007, Hong Kong) Tradelink Electronic Commerce Limited ("Tradelink", SEHK: 0536) announced today that its wholly-owned subsidiary Digi-Sign Certification Services Limited ("Digi-Sign") will provide a tailor-made security solution to The Bank of East Asia ("BEA") for Corporate Cyberbanking customers.

With effect from 24 October 2007, Digi-Sign will offer its ID-Cert to all new and existing Corporate Cyberbanking customers at a special rate. With the ID-Cert, a customer can enjoy the benefit of securing all online banking transactions conducted through Corporate Cyberbanking. For the highest level of security and protection, customers can also opt for a special secure certificate storage device called the "iKey".

Since 2002, Digi-Sign has been working closely with BEA, the largest independent local bank in Hong Kong. The latest promotion will further enhance usage of digital certificates for secure electronic transactions.

Digi-Sign is the first private certification authority recognized under the Electronic Transactions Ordinance in Hong Kong. Digi-Sign has already issued over 300,000 digital certificates in Hong Kong. Users include banks, stockbrokers, professional bodies and Tradelink's customers. With its proven technology and track record, Digi-Sign is not only a leading e-security solution provider in the local corporate market, but is also gaining acceptance by markets outside of Hong Kong.

Corporate Cyberbanking offers a comprehensive range of online banking services to help customers streamline their daily business operations and exploit the utility and convenience of the Internet. The sophisticated security features offered by ID-cert and the iKey secure token will enhance Corporate Cyberbanking customers' control over online account management.

Justin Yue, Chief Executive Officer of Tradelink, said, "Security is an integral part of seamless Internet banking services. We are delighted to step up our collaborative efforts with BEA to further promote the application of Organizational ID-Cert over on-line banking, which will further enhance the security and capability of Corporate Cyberbanking customers conducting financial transactions over the Internet."

For further details about the special offer, please call Digi-Sign Hotline 2917 8833 or BEA's Customer Service Hotline on 2211 1338.

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### **About Tradelink Electronic Commerce Limited**

Established in 1988, Tradelink Electronic Commerce Limited (“Tradelink”), a joint venture between the Hong Kong SAR Government and private sector shareholders, is a leading provider of trade-related electronic services for both Hong Kong and international business communities. Over the years, by perfecting its infrastructure and developing services that meet users’ practical needs, Tradelink has earned the trust of the trading community and built a superb reputation that underscores its dominance in the public e-trading services sector. It offers a unique range of customer support solutions, designed specifically to help customers gain maximum benefits from e-commerce. It makes the use of electronic services as affordable, convenient and user-friendly as possible for its customers. On 28 October 2005, Tradelink was listed on the Main Board of The Stock Exchange of Hong Kong Limited (Stock Code: 0536). For more information about Tradelink, please visit [www.tradelink.com.hk](http://www.tradelink.com.hk).

### **About Digi-Sign Certification Services Limited**

Digi-Sign Certification Services Limited (“Digi-Sign”), a wholly-owned subsidiary of Tradelink Electronic Commerce Limited (“Tradelink”, SEHK: 0536), was set up and granted the status of “recognized certification authority” in Hong Kong, following the enactment of the Electronic Transaction Ordinance in 2000. Being the first private company to obtain such recognition status from the Government, Digi-Sign is well positioned in providing secure and reliable certificates issuance for the purpose of supporting digital signatures for electronic transactions in Hong Kong. Digi-Sign provides a wide array of digital certificates, such as Personal ID-Cert, Organizational ID-Cert, Encipherment ID-Cert, Premium Certificate and Super Secure Socket Layer Certificate. For more information about Digi-Sign, please visit [www.dg-sign.com](http://www.dg-sign.com).

### **About The Bank of East Asia Limited**

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\$343.2 billion (US\$43.9 billion) as at 30<sup>th</sup> June, 2007. The Bank is listed on The Stock Exchange of Hong Kong and is one of the constituent stocks of the Hang Seng Index.

Currently, BEA operates more than 200 outlets worldwide, including over 130 branches and SupremeGold Centres in Hong Kong, 50 outlets in Greater China, and an extensive international network covering the United States, Canada, the United Kingdom, the British Virgin Islands, and Southeast Asia. For more information on BEA, please visit any branch or the Bank’s homepage at [www.hkbea.com](http://www.hkbea.com).

*For media enquiries, please contact:*

#### **Tradelink Electronic Commerce Limited**

Vivien Chow  
Tel: +852 2106 5237  
Fax: +852 2506 0188  
Email: [ir@tradelink.com.hk](mailto:ir@tradelink.com.hk)

#### **The Bank of East Asia**

Vincent Hui  
Tel: +852 3608 2518  
Fax: +852 3608 6078  
Email: [huiv@hkbea.com](mailto:huiv@hkbea.com)