



Press Release

(Immediate Release)

‘Forever Beauty’ – Dah Sing paints a rosy picture

(Hong Kong- June 22, 2006) Since the dawn of time, females have been influenced by the idea of beauty – whether it be skin care, skin whitening or body slimming. After all, who wouldn’t want to retain their youth and beauty? However, we tend to forget that “beauty is not only skin deep”. To live beautifully now and forever, planning ahead for the future is important.

Dah Sing Life has always been committed to providing customers innovative products with a personal touch. The ‘Forever Beauty’ campaign launched this summer highlights three financial protection areas that are particularly relevant to women today – critical illness protection, children education and retirement plan. “We believe that the need to prepare for your future financial well being is just as important as making sure you take care of your personal appearance and looking beautiful today. Women will actively consider and select the right beauty treatments for themselves. In the same way we want to make sure they consider their financial needs and have a comprehensive choice of products to satisfy those needs.” said Tim Gilmour, Deputy Chief Executive Officer of Dah Sing Life Assurance Company Limited.

The ‘Forever Beauty’ campaign is especially targeted at women. To arouse interest, the promotions render a free offer from an international personal skincare brand, Philosophy. From now till August 5th, customers who take part in a free 15-minute financial analysis with a customer service representative at Dah Sing Bank or MEVAS Bank or with an agent from Dah Sing Life are entitled to a beauty pack from Philosophy, valued at HK\$460. The financial analysis will help customers identify their future financial needs. Customers who sign up to any insurance plan during this period will be entitled to a welcome gift with a Philosophy DIY facial treatment and deep cleansing product, valued at HK\$960.

According to John Lam, Executive Director and Head of Retail Banking of Dah Sing Bank Ltd, “A series of ‘Forever Beauty’ promotion day will be hosted across the 46 Dah Sing and MEVAS branches through out June and July. A comprehensive communication campaign will be launched at the same time to highlight the three insurance products for our female customers. We’ll also be giving out roses on the street to really bring the message across – Forever beauty starts today – with thinking through your financial protection needs.”

About “Forever Beauty” Campaign

Critical Illness Protection - Supreme Lady Lifestyle Savings Protection Plan		
Features		Description
1	Product Type	Major illnesses and female protection plan
2	Policy Term	To age 100
3	Premium Term	25 years
4	Female Illnesses Protection	Providing protection in case of suffering from Carcinoma-in-situ, System Lupus Erythematosus with Lupus Nephritis and Osteoporosis leading to vertebrae or hip fracture
5	Liver Diseases Protection	Providing extra protection in case of suffering from Liver Cancer and Cirrhosis
6	Major Illnesses Protection	Providing protection for 35 major illnesses including Cancer, Heart Attack, Stroke, Kidney Failure and Encephalitis
7	Accidental Death Benefit	Apart from whole life protection, extra accidental death benefit will be payable on top of the basic sum insured
8	Free Medical Check-up	Offering female medical check-up schemes every 2 years until the 25 th anniversary.
9	Optional Pregnancy and Childbirth Benefits	Including the protection for Pregnancy Complication, Congenital Malformation and Maternal Death

Children Education - Wealth Express (Flexi) Savings Protection Plan		
Features		Description
1	Product Type	Savings and life protection plan
2	Policy Term	10 to 25 years Policy term can be changed In the first 5 years to suit the financial planning at different life stages
3	Premium Term	5 years
4	Projected total maturity benefit	Projected total maturity benefit up to 312.1% of premium paid, including 1) Guaranteed cash value 2) Accumulated dividends declared each year 3) Interest and maturity bonus

Retirement Protection - The Achiever^{Speedy} Savings Protection Plan		
Features		Description
1	Product Type	Whole of life protection plan
2	Policy Term	To age 100
3	Premium Term	5 years or 10 years
4	Guaranteed Cash Payment	A guaranteed cash payment equivalent to 4.5% of sum insured payable every 3 years
5	Death Cover	Death benefit is the total of sum insured, guaranteed cash payments, accumulated dividends and interest

* All the above information is for reference only. The coverage and the exclusions are subject to the policy provisions.

About Dah Sing Life

Dah Sing Life Assurance Company Limited is a wholly owned subsidiary of the Dah Sing Financial Group, which is a listed company on the Hong Kong Stock Exchange. Dah Sing Life was established in May 1990 as an authorized insurer and is incorporated in Bermuda with limited liability. Dah Sing Life was the first life assurance company in Hong Kong to receive the ISO9001 certificate, which was awarded by SGS Hong Kong Limited in 1999. It proved that their product design and service quality has reached international standards.

About Dah Sing Banking Group

Dah Sing Banking Group Limited is a company listed on the Stock Exchange of Hong Kong and has three banking subsidiaries, namely Dah Sing Bank, MEVAS Bank and Banco Comercial in Macau, and a securities trading company, as well as an offshore joint venture private banking business with SG Hambros Bank. The banking experiences accumulated as well as solid foundation built over the years in the industry, Dah Sing Banking Group continuously widens its scope of business to provide professional services in Wealth Management, Mortgage, Credit Card, Personal Loan, Internet Banking, RMB Banking Services, Insurance Services, Deposit, Trade Financing, Enterprise Lending, Corporate Lending, SME Lending and Equipment Financing. Dah Sing Bank is the first bank to launch Octopus automatic add-value service and one of the pioneers in bancassurance in the local market. In July of 2004, Shenzhen branch of Dah Sing Bank officially opened to provide services for customers in Hong Kong and Mainland China. Dah Sing Bank was also awarded "Superbrand" status in Hong Kong in 2004.

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