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NEWS RELEASE

FOR FURTHER INFORMATION:

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East West Bank Now Accepts China UnionPay
CUP Cards Can Now Be Used At All Network ATMs

Pasadena, CA – East West Bank announced today that its ATMs and branches will start accepting China UnionPay (CUP) cards throughout their service territory in the United States. Chinese Nationals visiting the United States can now have access to their cash without the hassle and worry of carrying enough throughout their stay.

"East West has always sought creative ways to improve financial services for the Chinese American community," said Emily Wang, senior vice president and director of marketing. "We have watched the trend and see increasingly greater numbers of visitors from Greater China who come for business or leisure and need access to cash and currency exchange. We have also noticed that a significant percentage of the visitors have a China UnionPay Card. With free access at East West's ATMs, they are crossing the financial bridge of convenience when traveling in the U.S.", explained Wang.

The natural benefits of this partnership include:

- Cash withdrawals at any East West Bank ATM and not be charged access fees
- Access to USD at any of East West Bank ATM – no need to walk into a Bank
- Access to 130 branch ATMs throughout the United States
- Withdrawals made directly from China Union Pay cardholder accounts

What is China UnionPay?

China UnionPay is a bankcard association established under the approval of the State Council and the People's Bank of China. At present, the Shanghai-headquartered CUP has about 300 domestic and overseas associate members. In China, the number of outlets including ATM and merchants have increased to over 3.9 million, in addition to an international network of service providers in 90 countries and regions outside China including non-Chinese financial institutions.

About East West Bank

East West Bancorp is a publicly owned company with over \$20 billion in assets and is traded on the Nasdaq Global Select Market under the symbol "EWBC". The Company's wholly owned

subsidiary, East West Bank, is one of the largest independent commercial banks headquartered in California with over 130 locations worldwide, including the U.S. markets of California, New York, Georgia, Massachusetts, Texas and Washington. In Greater China, East West's presence includes a full service branch in Hong Kong and representative offices in Beijing, Shanghai, Shenzhen and Taipei. Through a wholly-owned subsidiary bank, East West's presence in Greater China also includes full service branches in Shanghai and Shantou and representative offices in Beijing and Guangzhou. For more information on East West Bancorp, visit the Company's website at www.eastwestbank.com.