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MEDIA RELEASE

OCBC BANK OFFERS NEW LEVEL OF CUSTOMER CONVENIENCE WITH INTRODUCTION OF FULL-SERVICE SUNDAY BANKING AT MORE BRANCHES

Customers can now enjoy banking service on Sundays at five OCBC Bank branches, with more to be opened if the response is good

Singapore, 17 November 2006 – Oversea-Chinese Banking Corporation Limited (“OCBC Bank”) has introduced full-service banking on Sundays at five of its branches following an extensive customer survey that sought to understand how it can better serve its customers.

Since 12 November 2006, the five branches at Toa Payoh Central, Jurong Point, Hougang Mall, Northpoint and White Sands have been offering full-service banking such as teller transactions, deposits, investments, bancassurance products and loans from 11am to 7pm. The branches, spread across Singapore, were carefully selected for their regional and convenient locations within shopping malls and next to MRT stations.

Sunday banking is not new to OCBC Bank. Since October 2002, OCBC’s Toa Payoh Central branch has offered banking on Sundays from 12 noon to 4 pm. The positive customer response so far, as well as the feedback garnered, supported the bank’s decision to extend the service to more branches as our customers have said Sunday is the most relaxing day for banking.

“For many people who work during the week, they can only afford to dash to the bank during their lunch breaks or after work to settle any financial matters. Instead of being an enjoyable experience, banking during these peak hours sometimes adds to the stress of their hectic lifestyles,” said Patrick Chew, OCBC Bank’s Head of Delivery, Group Consumer Financial Services.

“We are thus offering full-service Sunday banking for the convenience of our customers. It is the most relaxing day to do banking.”

Responding to survey results that showed people expect professional care and a relaxed environment if they go to the branch on Sundays, OCBC has taken extra care to ensure its customers receive a positive pro-family experience.

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With almost 3,000 customers thronging the five branches on the first Sunday opening, the good response shows that OCBC Bank is on the right track towards meeting its customers' needs. The most common transactions were deposits and purchase of wealth products, account opening and re-issuance of passbooks and ATM cards. As for enquiries, customers were keen to know the banking hours on Sundays, the type of transactions that can be done on Sundays, as well as the interest rates for specific products. Indeed, on the first Sunday alone, almost 200 new accounts were opened and many of them were savings accounts for children.

This validated feedback from customers that Sundays are normally the only time they are able to bring their children to the bank with them. "Normally, I do not have time to visit the bank during the week as I am working and want to spend time with my family after work. With the branch open on Sundays, I have more peace of mind to look into my financial affairs and can even bring my family along with me, said 41-year-old Patrick Kwok. The sales executive visited the OCBC Bank Hougang Mall branch on Sunday to open savings account for his children, as well as to enquire about investment accounts.

For OCBC Bank, the encouraging response to its Sunday Banking launch demonstrates the success of customer service improvement initiatives rolled out over the last 12 months. Mr Chew said: "We will be assessing the customer response to Sunday banking and will consider extending this convenient service to more branches to meet our customers' needs."

About OCBC Bank

Singapore's longest established local bank, OCBC Bank, currently has assets of S\$144 billion and a network of over 340 branches and representative offices in 15 countries and territories including Singapore, Malaysia, Indonesia, Vietnam, China, Hong Kong SAR, Brunei, Japan, Australia, UK and USA. This network includes more than 230 branches and offices in Indonesia operated by OCBC Bank's subsidiary, PT Bank NISP. OCBC Bank and its banking subsidiaries offer a wide range of specialist financial services, from consumer, corporate, investment, private and transaction banking to global treasury and stockbroking services to meet the needs of its customers across communities.

OCBC Bank's insurance subsidiary, Great Eastern Holdings, is the largest insurance group in Singapore and Malaysia, in terms of assets and market share, and its asset management subsidiary, Lion Capital Management, is one of the largest asset management companies in Southeast Asia. Additional information may be found at www.ocbc.com.
