



17 August 2010

Wing Lung Bank Ltd
Press Statement

Wing Lung Bank announces that the Bank had a business venture with an insurance company to promote insurance product to its credit card cardholders. Under the agreement with the insurance company, there were in place confidentiality provisions to ensure customers' personal data would be properly protected. The Bank had ceased such marketing activity in November 2008. At the end of 2008, the Bank had confirmed with the party concerned that all related records of the customers' personal data had been destroyed. The Bank has not engaged in any other similar marketing activities since then.

The Bank confirms that it has been involved in an appeal case against the Privacy Commissioner for Personal Data. As the appeal case is still in process, the Bank is not in a position to provide any comment at this stage.

It is always the Bank's policy to ensure its compliance with all applicable laws and regulatory requirements. The Bank will follow the guidelines and legal requirements issued by the Office of the Privacy Commissioner for Personal Data and the Hong Kong Monetary Authority from time to time and continuously enhance its policies and procedures regarding customer data protection.