

“WOW WEDNESDAYS” AT OCBC MAKING HEADS TURN

Kuala Lumpur, 25 January, 2007 – Ever thought of going to a bank dressed according to a particular theme...and having others dressed similarly? Well, OCBC Bank (Malaysia) Berhad is encouraging customers – both current and prospective – to do so from 4-8pm every Wednesday until 14 February!

And by donning the right attire or saying the right things, customers could stand to win cash or prizes through the Bank’s recently launched ‘WOW Wednesday Specials!’

OCBC Bank kicked off its ‘WOW Wednesday Specials’ campaign last week. And today, it made a ‘RED-ically’ invitation to customers to come to the Bank clad in red – in any form or style! Those who did were invited to either complete a Financial Journey Analysis (for existing customers) or open a Savings, Current or Fixed Deposit account with a minimum of RM1,000 to be eligible for a shot at the weekly cash and prizes worth more than RM33,000.

OCBC Bank’s Head of Consumer Financial Services, Mr Charles Sik said this is the first time the Bank has embarked on such an exercise.

“The ‘WOW Wednesday Specials’ is to kickstart the New Year by offering our customers prosperity tidings for 2007. This is part of our ongoing effort to

make customers view banking with OCBC Bank in a different light ...fun and rewarding!" he said.

OCBC Bank will have different weekly themes for its 'WOW Wednesday Specials,' which are being publicized via mail drops and in newspaper advertisements and radio commercials. For more information on the OCBC 'WOW Wednesday Specials', customers may call 1300 88 5000 or log on to www.ocbc.com.my.

About OCBC Bank

Singapore's longest established local bank, OCBC Bank, currently has assets of S\$144 billion and a network of over 370 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 250 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.