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## **NEWS RELEASE** -----

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### **East West Bank Opens Full Service Branch in Shenzhen** Further expanding cross-border financial services in the U.S. and China

**Pasadena, CA – November 18, 2014** East West Bank, parent company of East West Bank (China) Limited, announced the opening of a new full service branch in Shenzhen. Dominic Ng, Chairman and CEO of East West Bancorp today officiated at the grand opening which was also attended by Los Angeles Mayor Eric Garcetti, and a trade delegation comprised of business executives and city officials from Los Angeles. Additionally, the grand opening was attended by Chinese business leaders, media and government officials, including Qiu Yuanping, Director of Overseas Chinese Affairs Office of the State Council and Chen Yingchun, Vice Mayor of the Shenzhen Municipal People’s Government.

The newly opened East West Bank Shenzhen branch upgrades the previous representative office East West had in Shenzhen. East West Bank can now provide customers in Shenzhen with comprehensive U.S.-China cross-border commercial banking products and services. East West Bank has developed this portfolio of cross-border banking products and services to assist U.S. companies with investment and market entry opportunities in China, as well as mainland Chinese companies and investors interested in business expansion in the United States.

“East West Bank is one of the great companies of Los Angeles and an example of what our city can offer China,” stated Mayor Eric Garcetti. “As the first Los Angeles bank to open a branch in Shenzhen, it is the best bank for Chinese investors who want to know about L.A., and the bridge East West Bank has built with this branch will facilitate business that benefits both our cities.”

Mr. Ng stated, “The U.S. and China are the world’s two largest economies. With bilateral trade and investment between the two countries increasing daily, the financial connection between the U.S. and China is deepening. East West Bank strives to be the premier financial bridge between the U.S. and China. Our bilingual and bicultural team has industry-leading expertise in the regulatory environment and market developments of these two countries. With the opening our Shenzhen branch, we are expanding our financial bridge and playing a role in accelerating the trade and economic ties between the U.S. and China.”

Andy Yen, Executive Vice President and Head of International and Business Banking at East West Bank stated, “Shenzhen is a city abounding with opportunities and is an important strategic gateway to mainland China. East West Bank has an established relationship with the Shenzhen city government through our previous representative office. We have a developed client base in the U.S. with strong ties to Shenzhen and also already provide banking services to a number of companies headquartered in Shenzhen.”

“Our Shenzhen branch will be a strategic hub for East West Bank in Greater China. Through collaboration between our branches in Greater China, including Shenzhen, Hong Kong and Shanghai, and our U.S. operations, we are confident that we can provide superior cross-border financial services to the business community in this key market,” concluded Mr. Yen.

Through its Shenzhen branch, East West Bank will offer its specialized industry expertise to an expanding client base in important industries such as import and export, logistics, tech, cleantech, manufacturing, venture capital, private equity, film, entertainment and media, biopharmaceuticals, aviation and automotive. Branch services will include cash management accounts, commercial lending, trade finance, settlement services and supply chain finance. The branch is located at Building 3, 37th floor, No 1-1, Kerry Construction Plaza, Fu Tian district, Shenzhen. The branch phone number is +86 0755-82752688.

East West Bancorp, Inc. is one of the largest 30 public banks in the United States ranked by market capitalization and is also one of the largest banks headquartered in California. East West Bank was named in the top 10 of the “100 Best Banks in America” by Forbes for four consecutive years from 2010 to 2013. As the premier ‘financial bridge’ between East and West, East West Bank is one of only a few U.S.-based banks with a full service banking license in China, offering unparalleled infrastructure and expertise to satisfy business and banking needs between the U.S. and Greater China.

#### About East West

East West Bancorp, Inc. is a publicly owned company with total assets of \$28.5 billion 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 banks headquartered in California. East West is a premier bank focused exclusively on the United States and Greater China markets and operates over 130 locations worldwide, including in the United States markets of California, Georgia, Nevada, New York, Massachusetts, Texas and Washington. In Greater China, East West’s presence includes full service branches in Hong Kong, Shanghai, Shantou and Shenzhen, and representative offices in Beijing, Chongqing, Guangzhou, Taipei and Xiamen. For more information on East West, visit the Company’s website at [www.eastwestbank.com](http://www.eastwestbank.com).