

**Press Release (Immediate Release)**

**21 December 2010**

**Dah Sing Bank Statement on  
Telephone marketing calls for personal loan business**

Dah Sing Bank, Limited (“DSB”) would like to alert its customers and public-at-large to the unauthorized use of the name of DSB by unidentified parties to conduct telephone marketing calls (“calls”) for personal loan products.

DSB would like to advise that the said calls have no affiliation or connection whatsoever with DSB and/or the Dah Sing Financial Group, nor any of its subsidiaries. DSB does not accept any responsibility for the calls or the content thereof.

DSB has notified the Hong Kong Monetary Authority and reported the case to the Hong Kong Police Force for further investigation. Customers who have any doubt regarding the caller’s identity, please obtain the caller’s name, staff number, department/branch name, contact phone number, etc and contact our customer service hotline at 2828 8000 for help in the caller’s identity verification,

~ The End ~