

East West Bancorp, Inc.  
415 Huntington Drive  
San Marino, CA 91108  
Tel. 626.799.5700  
Fax 626.799.3167



**NEWS RELEASE**

**FOR FURTHER INFORMATION AT THE COMPANY:**

Julia Gouw	Steven Canup
Chief Financial Officer	Investor Relations
(626) 583-3512	(626) 583-3775

**FOR IMMEDIATE RELEASE  
July 26, 2004**

**EAST WEST BANCORP TO PRESENT AT KEEFE, BRUYETTE & WOODS  
5<sup>TH</sup> ANNUAL COMMUNITY BANK INVESTOR CONFERENCE**

**SAN MARINO, CA – July 26, 2004** – East West Bancorp, Inc. (Nasdaq: EWBC), parent company of East West Bank, one of the nation’s premier community banks and a leading institution focused on the Chinese-American and other niche markets, today announced that management is scheduled to present at the invitation-only Keefe Bruyette & Woods 5<sup>th</sup> Annual Community Bank Investor Conference.

East West is scheduled to present on Wednesday, July 28, 2004 at 10:30 a.m. Eastern time. The Bank’s presentation will include an overview of the Company followed by a question and answer session. A live audio webcast can be accessed at the KBW website at [www.kbw.com](http://www.kbw.com).

East West Bancorp is a publicly owned company, with \$4.9 billion in assets, whose stock is traded on the Nasdaq National Market under the symbol “EWBC”. The company’s wholly owned subsidiary, East West Bank, is the fourth largest independent commercial bank headquartered in Los Angeles. East West Bank serves the community with 40 locations throughout Los Angeles, Orange, San Francisco, Alameda, Santa Clara, and San Mateo counties and a Beijing Representative Office in China. It is also one of the largest financial institutions in the nation focusing on the Chinese-American community. For more information on East West Bancorp, visit the company’s website at [www.eastwestbank.com](http://www.eastwestbank.com).

*Forward-Looking Statements*

*This release may contain forward-looking statements, which are included in accordance with the “safe harbor” provisions of the Private Securities Litigation Reform Act of 1995 and accordingly, the cautionary statements contained in East West Bancorp’s Annual Report on Form 10-K for the year ended Dec. 31, 2003 (See Item I -- Business, and Item 7 -- Management’s Discussion and Analysis of Consolidated Financial Condition and Results of Operations), and other filings with the Securities and Exchange Commission are incorporated herein by reference. These factors include, but are not limited to: the effect of interest rate and currency exchange fluctuations; competition in the financial services market for both deposits and loans; EWBC’s ability to efficiently incorporate acquisitions into its operations; the ability of EWBC and its subsidiaries to increase its customer base; the effect of regulatory and legislative action, including recently enacted California tax legislation and an announcement by the state’s Franchise Tax Board regarding the taxation of Registered Investment Companies; and regional and general economic conditions. Actual results and performance in future periods may be materially different from any future results or performance suggested by the forward-looking statements in this release. Such forward-looking statements speak only as of the date of this release. East West expressly disclaims any obligation to update or revise any forward-looking statements found herein to reflect any changes in the Bank’s expectations of results or any change in events.*

###