

For more information, contact:

Kirk Wormington, Vice President Financial Markets
Centurion, Inc.
727-431-5215
kwormington@centonline.com
www.centonline.com

FOR IMMEDIATE RELEASE

EAST WEST BANCORP SELECTS NEXT TELLER SYSTEM FROM CENTURION, INC.

TAMPA (March 22, 2010) – East West Bank of Pasadena California, is replacing their current Interactive Voice Response System and switching to Centurion’s Next Teller Telephone Banking System.

“We selected Centurion because of their latest technology, product features, their quality service, and system performance capacity to enable us manage the expanded customer base and provide improved user experience” said Linda Yang, East West Bank’s Senior Vice President of Information Technology Strategy and Application Development.

Centurion provides a versatile, modular and affordable application that supports Interactive Voice Response, ACD/Call Center, Predictive Dialer, and Customer Relationship Management. Designed as a modular, integrated solution that fits into East West Banks current telephony environment, it allows for basic system installations; with more extensive features available as needed and growth dictate.

“East West Bank has given us the opportunity to prove to them that Centurion’s superior customer service will allow for this relationship to flourish and be long lasting. We’ll do our best to provide them with the product and service they deserve for many years to come,” said Kirk Wormington, Centurion’s Vice President of Financial Markets.

Next Teller enables banking transactions from any touchtone telephone, 7 days a week, 24 hours a day. It significantly reduces operating costs by successfully completing tasks traditionally completed via call center. Next Teller processes redundant customer transactions in an average of 3 minutes, a real time savings for customers previously spending 10 to 15 minutes transacting their business on a person-to-person basis.

About East West Bancorp

East West Bancorp (Nasdaq: EWBC) is a publicly owned company with \$20.6 billion in assets and is traded on the Nasdaq Global Select Market under the symbol “EWBC”. The Company’s wholly owned

subsidiary, East West Bank, is the third largest independent commercial bank headquartered in California with 135 branches worldwide; including 111 branches in California, eight branches in New York, five branches in Georgia, three branches in Massachusetts, two branches in Texas, and two branches in Washington. In Greater China, East West's presence includes four full-service branches, including two in Hong Kong, one in Shanghai, and one in Shantou. The Bank also has representative offices in Beijing, Guangzhou, Shanghai and Shenzhen, China, and Taipei, Taiwan.

About Centurion, Inc.

Since 1981, Centurion, Inc. has provided in-house solutions to help companies better serve their customers. Centurion, Inc. provides the tools to help companies better build relationships with their customers. With thousands of federal, state and local government agencies, public utilities, financial institutions and other business customers worldwide, Centurion's extensive library of Interactive Voice Response (IVR), Automatic Call Distribution, CRM, Screen Pop and Recording applications are custom designed to enhance every aspect of an organization's online and real-time interfaces. Committed to "doing what we said we would do," Centurion is positioned to deliver the very best hardware, software and post-sale support to increase an organization's efficiency, reduce costs and improve interactions with existing and potential customers.

###