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May 20, 2010



MINIMUM CONVERSION PRICE ANNOUNCEMENT

THE GOVERNOR AND COMPANY OF THE BANK OF IRELAND ANNOUNCES THE MINIMUM CONVERSION PRICE FOR THE ALLOTMENT INSTRUMENTS ISSUED PURSUANT TO ITS EXCHANGE OFFERS IN RESPECT OF CERTAIN OF ITS OUTSTANDING DOLLAR SECURITIES.

On April 26, 2010, The Governor and Company of the Bank of Ireland (the "**Bank**") commenced exchange offers (subject to certain offer restrictions) relating to the securities listed below. Today, the Bank announces the minimum conversion price for the allotment instruments to be issued pursuant to those exchange offers.

<p style="text-align: center;">The Governor and Company of the Bank of Ireland Undated Floating Rate Primary Capital Notes (ISIN: IE0000750319) BOI Capital Funding (No. 2) LP \$800,000,000 Fixed Rate/Floating Rate Guaranteed Non-voting Non-cumulative Perpetual Preferred Securities (CUSIP/ISIN: US055967AA11/USG12255AA64) BOI Capital Funding (No. 3) LP \$400,000,000 Fixed Rate/Floating Rate Guaranteed Non-voting Non-cumulative Perpetual Preferred Securities (CUSIP/ISIN: US05568AAA88/USG12250AA77)</p>
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The minimum conversion price is the minimum price at which the allotment instruments issued pursuant to the Option 2 Settlement will convert into ordinary stock on the conversion date. The minimum conversion price is calculated by multiplying €1.35 by the rights issue factor.

The Bank hereby announces that the rights issue factor is 0.630447, and accordingly the minimum conversion price is €0.851103. For the purposes of calculating the rights issue factor, the current market price of a unit of ordinary stock on May 19, 2010 was €1.432.

The price at which the allotment instruments will ultimately convert will be either the minimum conversion price stated above or, if greater, the price calculated by the Lead Dealer Managers, in consultation with the Bank, as the arithmetic average of the daily volume-weighted average price per unit of ordinary stock for each of the five consecutive trading days ending on the second trading day before the conversion date (such five day period currently expected to commence on (and include) September 2, 2010 and conclude on (and include) September 8, 2010).

The terms of the exchange offer remain unchanged.

For further information, please contact:

Brian Kealy

Head of Capital Management
Tel. +353 76 623 4719

Colin Reddy

Capital Management
Tel. +353 76 623 4722

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