

STANDARD FORM TR-1
VOTING RIGHTS ATTACHED TO SHARES– ARTICLE 12(1) OF DIRECTIVE 2004/109/EC
FINANCIAL INSTRUMENTS – ARTICLE 11(3) OF THE COMMISSION DIRECTIVE 2007/14/EC

FOR FILING PURPOSES ONLY IN ACCORDANCE WITH
REGULATION 22 OF THE TRANSPARENCY (DIRECTIVE 2004/109/EC)
REGULATIONS 2007

1. Identity of the issuer or the underlying issuer of existing shares to which voting rights are attached: The Governor and Company of the Bank of Ireland

2. Reason for the notification (please tick the appropriate box or boxes):
 - an acquisition or disposal of voting rights
 - an acquisition or disposal of financial instruments which may result in the acquisition of shares already issued to which voting rights are attached
 - an event changing the breakdown of voting rights
 - other;

3. Full name of person(s) subject to the notification obligation: FMR LLC
4. Full name of shareholder(s) (if different from 3.):
5. Date of the transaction and date on which the threshold is crossed or reached: 17 October 2011
6. Date on which issuer notified; 19 October 2011
7. Threshold(s) that is/are crossed or reached: 9%
8. Notified details:

A) Voting rights attached to shares							
Class/type of shares (if possible using the ISIN CODE)	Situation previous to the Triggering transaction		Resulting situation after the triggering transaction ¹				
	Number of Shares	Number of Voting rights	Number of shares	Number of voting rights		% of voting rights	
			Indirect	Direct	Indirect	Direct	Indirect
IE0030606259	640,693,604	640,693,604	2,790,434,337		2,790,434,337		9.26
SUBTOTAL A (based on aggregate voting rights)	640,693,604	640,693,604	2,790,434,337	2,790,434,337		9.26	

B) Financial Instruments				
Resulting situation after the triggering transaction				
Type of financial instrument	Expiration Date	Exercise/Conversion Period/Date	Number of voting rights that may be acquired if the instrument is exercised/converted	% of voting rights
SUBTOTAL B (in relation to all expiration dates)				

Total (A+B)	number of voting rights	% of voting rights
	2,790,434,337	9.26

9. Chain of controlled undertakings through which the voting rights and/or the financial instruments are effectively held, if applicable: See attached schedule

10. In case of proxy voting: Number of voting rights proxy holder will acquire is 2,149,740,733

11. Additional information: This filing is a result of the acquisition of significant investment of Bank of Ireland

Bank of Ireland is making this notification on receipt of a notification from FMR LLC under the Transparency (Directive 2004/109/EC) Regulations 2007.

Done at Dublin on 19 October 2011

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