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

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 ("the Bank")

- 2. Reason for the notification (please tick the appropriate box or boxes):
 - [x] 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
- 3. Full name of person(s) subject to the notification obligation:

BlackRock, Inc.

- 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:

28th February 2014

6. Date on which issuer notified:

3rd March 2014

7. Threshold(s) that is/are crossed or reached:

Holding has gone above 3%

8. Notified details:

A) Voting rights Class/type of shares (if possible using	•	evious to the	Resulting situation after the triggering transaction				
the ISIN CODE)	Number of	Number of	Number of	Number	of voting	% of voti	ng rights
	Shares	Voting	shares	rights			
		rights	Direct	Direct	Indirect	Direct	Indirect
Ordinary Shares (ISIN: IE0030606259)	Below 3%	Below 3%	N/A	N/A	972,879,421	N/A	3.01%

SUBTOTAL A					
(based on					
aggregate voting					
rights)	Below 3%	Below 3%	N/A	972,879,421	3.01%

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 % of voting rights
	rights
972,879,421	972,879,421 3.01%

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

BlackRock Investment Management (UK) Limited – 972,879,421 (3.01%)

10. In case of proxy voting: [name of the proxy holder] will cease to hold [number] voting rights as of [date].

N/A

11. Additional information:

N/A

Done at Dublin on 3 March 2014

Contact: Helen Nolan, Group Secretary

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