

For filings with the FSA include the annex

For filings with issuer exclude the annex

TR-1: NOTIFICATION OF MAJOR INTEREST IN SHARES

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
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2 Reason for the notification (please tick the appropriate box or boxes):	
An acquisition or disposal of voting rights	<input checked="" type="checkbox"/>
An acquisition or disposal of qualifying financial instruments which may result in the acquisition of shares already issued to which voting rights are attached	<input type="checkbox"/>
An acquisition or disposal of instruments with similar economic effect to qualifying financial instruments	<input type="checkbox"/>
An event changing the breakdown of voting rights See Below	<input type="checkbox"/>
Other (please specify): An acquisition of indirect voting rights through the grant of proxies	<input type="checkbox"/>

3. Full name of person(s) subject to the notification obligation:	Irish Life Investment Managers
4. Full name of shareholder(s) (if different from 3.):	Discretionary clients
5. Date of the transaction and date on which the threshold is crossed or reached:	18 August 2009
6. Date on which issuer notified:	19 August 2009
7. Threshold(s) that is/are crossed or reached:	3%

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					
	Number of Shares	Number of Voting Rights	Number of shares	Number of voting rights		% of voting rights		
			Direct	Direct	Indirect	Direct	Indirect	
IE0030606259	30,232,711	30,232,711	30,032,711	30,032,711	N/A		2.99%	N/A

B: Qualifying Financial Instruments N/A				
Resulting situation after the triggering transaction				
Type of financial instrument	Expiration date	Exercise/ Conversion Period	Number of voting rights that may be acquired if the instrument is exercised/ converted.	% of voting rights

C: Financial Instruments with similar economic effect to Qualifying Financial Instruments N/A						
Resulting situation after the triggering transaction						
Type of financial instrument	Exercise price	Expiration date	Exercise/ Conversion period	Number of voting rights instrument refers to	% of voting rights	
					Nominal	Delta

Total (A+B+C)	
Number of voting rights	Percentage of voting rights
30,032,711	2.99%

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

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Proxy Voting:

10. Name of the proxy holder:	
11. Number of voting rights proxy holder will cease to hold:	
12. Date on which proxy holder will cease to hold voting rights:	

13. Additional information:	Bank of Ireland is making this notification on receipt of a notification from Irish Life Investment Managers under the Transparency (Directive 2004/109/EC) Regulations 2007.
14. Contact name:	Helen Nolan – Group Secretary
15. Contact telephone number:	+353 1 6043400