

TR-1: Notifications of Major Interests in Shares

1. Identity of the issuer or the underlying issuer of existing shares to which voting rights are attached:	Bank of Ireland
---	------------------------

2. Reason for notification (yes/no)

An acquisition or disposal of voting rights	X
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 (please specify):	

3. Full name of person(s) subject to notification obligation:	UBS Global Asset Management - Trad
4. Full name of shareholder(s) (if different from 3):	-
5. Date of transaction (and date on which the threshold is crossed or reached if different):	17 October 2008
6. Date on which issuer notified:	21 October 2008
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 use 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		Percentage of voting rights	
				Direct	Indirect	Direct	Indirect
IE 0030606259	36,641,427	36,641,427	Non-notifiable holdings	Non-notifiable holdings	Non-notifiable holdings	Non-notifiable holdings	Non-notifiable holdings

B: Financial Instruments

Resulting situation after the triggering transaction				
Type of financial instrument	Expiration date	Exercise/ conversion period/date	No. of voting rights that may be acquired (if the instrument exercised/converted)	Percentage of voting rights

Total (A+B)	
Number of voting rights	Percentage of voting rights
Non-notifiable holdings	-

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

Proxy Voting:	
10. Name of proxy holder:	UBS GAM on behalf of a number of asset management clients
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 UBS Global Asset Management - Trad. Under the Transparency (Directive 2004/109/EC) Regulations 2007.
14 Contact name:	John B. Clifford – Group Secretary
15. Contact telephone name:	+353 1 6043400