FINAL TERMS

13 July 2010

THE GOVERNOR AND COMPANY OF THE BANK OF IRELAND

Issue of €15,246,000 10 per cent. Subordinated Notes due 2020 to be consolidated on issue, and form a single series with, the outstanding €986,911,000 10 per cent. Subordinated Notes due 2020
Under the €25,000,000,000
Euro Note Programme

PART A – CONTRACTUAL TERMS

Terms used herein shall be deemed to be defined as such for the purposes of the conditions set forth in the Prospectus dated 8 January, 2010, as supplemented on 18 January 2010, 26 February 2010, 13 May 2010 and 21 May 2010, which constitutes a base prospectus for the purposes of the Prospectus Directive. This document constitutes the Final Terms of the Notes described herein for the purposes of Article 5.4 of Directive 2003/71/EC (the "**Prospectus Directive**") and must be read in conjunction with the Prospectus as so supplemented. Full information on the Issuer and the offer of the Notes is only available on the basis of the combination of these Final Terms and the Prospectus. The Prospectus is available for viewing during normal office hours at, and copies may be obtained from, the principal office of the Issuer at The Governor and Company of the Bank of Ireland, Head Office, 40 Mespil Road, Dublin 4, Ireland and the specified offices of each of the Paying Agents.

1.	Issuer:		The Governor and Company of the Bank of Ireland
2.	(i)	Series Number:	661
	(ii)	Tranche Number:	3
3.	Specified Currency or Currencies:		Euro ("€")
4.	Aggregate Nominal Amount:		
	— Tranche:		€ 15,246,000
	— Series:		€ 1,002,175,000
5.	Issue Price:		100 per cent. of the Aggregate Nominal Amount
6.	(a)	Specified Denominations:	€50,000 and integral multiples of €1,000 in excess thereof up to and including €99,000. No Notes in definitive form will be issued with a denomination above €99,000
	(b)	Calculation Amount:	€1,000
7.	(i)	Issue Date:	14 July 2010
	(ii)	Interest Commencement Date:	12 February 2010
8.	Maturity Date:		12 February 2020
9.	Interest Basis:		10 per cent. Fixed Rate (further particulars specified below)
10.	Redemption/Payment Basis:		Redemption at par
11.	Change of Interest Basis or Redemption/ Payment Basis:		Not Applicable
12.	Put/Call Options:		Not Applicable
13.	Status of the Notes:		Dated Subordinated
14.	Method of distribution:		Not Applicable. The Notes are being issued in exchange for certain existing securities

PROVISIONS RELATING TO INTEREST (IF ANY) PAYABLE

15.	Fixed Rate Note Provisions		Applicable
	(i)	Rate(s) of Interest:	10 per cent. per annum payable annually in arrear
	(ii)	Interest Payment Date(s):	12 February in each year up to and including the Maturity Date
	(iii)	Fixed Coupon Amount(s):	€100 per Calculation Amount
	(iv)	Broken Amount(s):	Not Applicable
	(v)	Day Count Fraction:	Actual/Actual (ICMA)
	(vi)	Determination Date(s):	12 February in each year
	(vii)	Other terms relating to the method of calculating interest for Fixed Rate Notes:	None
16.	Floating Rate Note Provisions		Not Applicable
17.	Zero Coupon Note Provisions		Not Applicable
18.	Index Linked Interest Note Provisions		Not Applicable
19.	Dual Currency Note Provisions		Not Applicable

PROVISIONS RELATING TO REDEMPTION

20.	Issuer Call:	Not Applicable
21.	Investor Put:	Not Applicable
22.	Final Redemption Amount:	€1,000 per Calculation Amount
23.	Early Redemption Amount payable on redemption for taxation reasons or on event of default and/or the method of calculating the same (if required or if different from that set out in Condition 5(e)):	As set out in the Conditions

GENERAL PROVISIONS APPLICABLE TO THE NOTES

24.	(i)	Form of Notes:	Permanent Global Note which is exchangeable for definitive Notes upon the occurrence of an Exchange Event
	(ii)	New Global Note:	No
25.	Additional Financial Centre(s) or other special provisions relating to Payment Dates:		Not Applicable
26.	Talons for future Coupons or Receipts to be attached to definitive Notes (and dates on which such Talons mature):		No
27.	Details relating to Partly Paid Notes: amount of each payment comprising the Issue Price and date on which each payment is to be made and consequences of failure to pay, including any right of the Issuer to forfeit the Notes and interest due on late payment:		Not Applicable
28.	Details relating to Instalment Notes:		

	(i)	Instalment Amount(s):	Not Applicable
	(ii)	Instalment Date(s):	Not Applicable
29.	(i)	Redenomination, renominalisation and reconventioning provisions:	Not Applicable
	(ii)	Consolidation provisions:	Not Applicable
30.	Other final terms:		Not Applicable

DISTRIBUTION

31.	(i)	If syndicated, names of Managers:	Not Applicable
	(ii)	Date of Subscription Agreement:	Not Applicable
	(iii)	Stabilising Manager(s) (if any):	Not Applicable
32.	If non-syndicated, name of relevant Dealer:		Not Applicable
33.	U.S. Selling Restrictions:		Reg. S Compliance Category 2; TEFRA C
34.	Additional selling restrictions:		Not Applicable

PURPOSE OF FINAL TERMS

These Final Terms comprise the final terms required for issue and admission to trading on the regulated market of the Irish Stock Exchange and to listing on its Official List of the Notes described herein pursuant to the €25,000,000,000 Euro Note Programme of The Governor and Company of the Bank of Ireland.

RESPONSIBILITY

The Issuer accepts responsibility for the information contained in these Final Terms.

Signed on 13 July 2010 on behalf of The Governor and Company of the Bank of Ireland.

By: ....

Duly authorised BRIAN KEATY

PART B – OTHER INFORMATION

1. LISTING AND ADMISSION TO TRADING

(i)	Listing and Admission to trading:	Application has been made by the Issuer (or on its behalf) for the Notes to be admitted to trading on the regulated market of the Irish Stock Exchange and to listing on its Official List with effect from on or around the Issue Date
(ii)	Estimate of total expenses related to admission to trading:	€500

2. RATINGS

The Notes to be issued have been rated:

S & P: BBB+
Moody's: A2

3. INTERESTS OF NATURAL AND LEGAL PERSONS INVOLVED IN THE ISSUE

Save for the interests of Jefferies International Limited in connection with the exchange of certain existing securities of the Issuer in exchange for the Notes, so far as the Issuer is aware, no person involved in the issue of the Notes has an interest material to the offer.

4. REASONS FOR THE OFFER, ESTIMATED NET PROCEEDS AND TOTAL EXPENSES

Not Applicable

5. YIELD (*Fixed Rate Notes only*)

Indication of yield: 9.981 per cent. per annum

The yield is calculated as at the Interest Commencement Date on the basis of the Issue Price. It is not an indication of future yield.

6. PERFORMANCE OF INDEX/FORMULA, EXPLANATION OF EFFECT ON VALUE OF INVESTMENT AND ASSOCIATED RISKS AND OTHER INFORMATION CONCERNING THE UNDERLYING (*Index-linked Notes only*)

Not Applicable

7. PERFORMANCE OF RATE[S] OF EXCHANGE (*Dual Currency Notes only*)

Not Applicable

8. OPERATIONAL INFORMATION

(i)	ISIN Code:	XS0487711573
(ii)	Common Code:	048771157
(iii)	Any clearing system(s) other than Euroclear Bank S.A./N.V. and	

	Clearstream Banking, *société anonyme* and the relevant identification number(s)	Not Applicable
(iv)	Delivery:	Delivery free of payment
(v)	Names and addresses of additional Paying Agent(s) (if any):	Not Applicable
(vi)	Intended to be held in a manner which would allow Eurosystem eligibility:	No