

SCHEDULE 10

NOTIFICATION OF MAJOR INTERESTS IN SHARES

1. Name of company

Bank of Ireland

2. Name of shareholder having a major interest

UBS Global Asset Management – IFS

3. Please state whether notification indicates that it is in respect of holding of the shareholder named in 2 above or in respect of a non-beneficial interest or in the case of an individual holder if it is a holding of that person's spouse or children under the age of 18

Shareholder named in 2 above

4. Name of the registered holder(s) and, if more than one holder, the number of shares held by each of them

As above

5. Number of shares / amount of stock acquired

N/A

6. Percentage of issued class

N/A

7. Number of shares / amount of stock disposed

N/A

8. Percentage of issued class

N/A

9. Class of security

Ordinary Stock

10. Date of transaction

5 February 2008

11. Date company informed

7 February 2008

12. Total holding following this notification

Non-notifiable

13. Total percentage holding of issued class following this notification

Below 3%

14. Any additional information

Bank of Ireland is making this notification on receipt of a notification from UBS Global Asset Management – IFS under The Transparency (Directive 2004/109/EC) Regulations 2007.

As previously announced, the issued stock of Bank of Ireland increased to 999,995,055 units following the take-up of 9,148,760 units under the Stock Alternative Scheme.

15. Name of contact and telephone number for queries

John B. Clifford
Tel: 00 353 1 6043400

16. Name and signature of authorised company official responsible for making this notification

Ella Cullen

Date of notification

8 February 2008

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