

**For filings with the FSA include the annex
For filings with issuer exclude the annex**

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
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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:	Harris Associates L.P.
4. Full name of shareholder(s) (if different from 3):	Same as 3
5. Date of transaction (and date on which the threshold is crossed or reached if different):	9 July 2008
6. Date on which issuer notified:	10 July 2008
7. Threshold(s) that is/are crossed or reached:	5%

8: Notified Details

A: Voting rights attached to shares

Class/type of shares <small>If possible use ISIN code</small>	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
	48,159,379	48,159,379	50,530,779	50,530,779		5.06%	

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
50,530,779	5.06%

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:	N/A
11. Number of voting rights proxy holder will cease to hold:	Harris Associates L.P. will cease to hold 0 voting rights as of 9 July 2008.
12. Date on which proxy holder will cease to hold voting rights:	N/A

13. Additional information:	Bank of Ireland is making this notification on receipt of a notification from Harris Associates L.P. under the Transparency (Directive 2004/109/EC) Regulations 2007.
14 Contact name:	John B. Clifford – Group Secretary
15. Contact telephone name:	+353 1 6043400