

**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	
2. Reason for notification (yes/no)		
An acquisition or disposal of voting rights		
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): Threshold crossed from 4% to 3% in total holding	Yes	
3. Full name of person(s) subject to notification obligation:	Bank of Ireland Asset Management	
4. Full name of shareholder(s) (if different from 3):	BNY Custodial Nominees Ltd Bank of Ireland Nominees Ltd Mellon Nominees Ltd Nortrust Nominees Ltd	
5. Date of transaction (and date on which the threshold is crossed or reached if different):	5 February 2008	
6. Date on which issuer notified:	Received on 12 February 2008	
7. Threshold that is crossed :	4%	

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
Ordinary					38,749,233		3.87%

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
N/A				

Total (A+B)	
Number of voting rights	Percentage of voting rights
38,749,233	3.87%

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

BNY Custodial Nominees Ltd – 444,252 units
Bank of Ireland Nominees Ltd – 35,774,578 units
Mellon Nominees Ltd – 2,126,476 units
Nortrust Nominees Ltd – 403,927 units

Proxy Voting:

10. Name of proxy holder: See 13 below

11. Number of voting rights proxy holder will cease to hold: See 13 below

12. Date on which proxy holder will cease to hold voting rights: See 13 below

13. Additional information:

These units of stock are registered in nominee company names, as listed above, as registered owners only, on behalf of a range of clients who are the beneficial owners.

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.

14 Contact name: John B. Clifford, Group Secretary

15. Contact telephone name: +353 1 6043400

For notes on how to complete form TR-1 please see the FSA website.

Note: Annex should only be submitted to the FSA not the issuer

Annex: Notification of major interests in shares

A: Identity of the persons or legal entity subject to the notification obligation	
Full name (including legal form of legal entities)	
Contact address (registered office for legal entities)	
Phone number & email	
Other useful information (at least legal representative for legal persons)	

B: Identity of the notifier, if applicable	
Full name	
Contact address	
Phone number & email	
Other useful information (e.g. functional relationship with the person or legal entity subject to the notification obligation)	

C: Additional information