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 the notification (please place an X inside the appropriate bracket/s):					
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) : ()					
2. Full name of person(s) subject to notification obligation:					
UBS Global Asset Management - IFS					
3. Full name of shareholder(s) (if different from 3):					
UBS Fund Services (Luxembourg) SA UBS Fund Management (Switzerland) AG					
 Date of transaction (and date on which the threshold is crossed or reached if different): 					
18 February 2008					
5. Date on which issuer notified:					
20 February 2008					

6. Threshold(s) that is/are crossed or reached:

8. Notified Details:

A: Voting rights attached to shares

Class/type of shares

Situation previous to the triggering transaction

if possible use ISIN

CODE

Number of shares Number of voting rights

Non- notifiable

Holdings

Non- notifiable Holdings

Resulting situation after the triggering transaction

Class/type of shares Number of shares Number of voting rights % of voting rights

if possible use ISIN

CODE

Direct Indirect Direct Indirect
30,104,858 3.01%

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/	% of voting rights
			converted)	

Total (A+B)

Number of voting % of voting rights

rights

30,104,858 3.01%

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

UBS Fund Services (Luxembourg) SA – 26,586,464 – 2.66% UBS Fund Management (Switzerland) AG – 3,518,394 – 0.35%

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:
- 14. Contact name: John B. Clifford Group Secretary
- 15. Contact telephone number: +353 1 6043400

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