

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: ()

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**

- 4. 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:**

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.