

<b>TR-1: Notifications of Major Interests in Shares</b>
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<b>1. Identity of the issuer or the underlying issuer of existing shares to which voting rights are attached:</b>	<b>Bank of Ireland</b>
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<b>2. Reason for notification (yes/no)</b>	
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An acquisition or disposal of voting rights	<b>X</b>
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): <b>Increase in the Issued Share Capital of the Group. The 3% threshold has been crossed.</b>	<b>X</b>

<b>3. Full name of person(s) subject to notification obligation:</b>	<b>Bank of Ireland Asset Management Limited</b>
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<b>4. Full name of shareholder(s) (if different from 3):</b>	<b>BNY Custodial Nominees Ltd Bank of Ireland Nominees Ltd Mellon Nominees Ltd Nortrust Nominees Ltd</b>
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<b>5. Date of transaction (and date on which the threshold is crossed or reached if different):</b>	<b>21 August 2008</b>
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<b>6. Date on which issuer notified:</b>	<b>22 August 2008</b>
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<b>7. Threshold(s) that is/are crossed or reached:</b>	<b>3%</b>
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<b>8: Notified Details</b>
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<b>A: Voting rights attached to shares</b>
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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
	33,774,822	33,774,822	Non notifiable Holdings	Non notifiable Holdings	Non notifiable Holdings	Non notifiable Holdings	Non notifiable Holdings

**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

Non notifiable Holdings

Non notifiable Holdings

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

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**Proxy Voting:****10. Name of proxy holder:**

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**11. Number of voting rights proxy holder will cease to hold:**

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**12. Date on which proxy holder will cease to hold voting rights:**

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