

**TR-1: Notifications of Major Interests in Shares**

<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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**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): \_\_\_\_\_

<b>3. Full name of person(s) subject to notification obligation:</b>	<b>Harris Associates L.P.</b>
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<b>4. Full name of shareholder(s) (if different from 3):</b>	<b>Same as 3</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 October 2010</b>
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<b>6. Date on which issuer notified:</b>	<b>26 October 2010</b>
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<b>7. Threshold(s) that is/are crossed or reached:</b>	<b>4%</b>
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**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
IE0030606259	158,382,855	158,382,855	218,191,792	218,191,792		4.11%	

**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
218,191,792	4.11%

**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:	N/A
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:	Helen Nolan – Group Secretary
15. Contact telephone name:	+353 76 6234710