

Notification of Transactions of (1) Persons Discharging Managerial Responsibility and (2) Persons closely associated with Persons Discharging Managerial Responsibility

This form is intended for use by an issuer making a notification required by Rules 7.2 and 7.3 of the **Central Bank of Ireland's Market Abuse Rules** in relation to a person falling within either of the above categories of individual. These categories are defined in Regulation 12 (8) of the Market Abuse (Directive 2003/6/EC) Regulations 2005 and are detailed as part of this form.

All relevant boxes should be completed in block capital letters.

1	Name of the Issuer THE GOVERNOR AND COMPANY OF THE BANK OF IRELAND	2	Name of person discharging managerial responsibilities MR ARCHIBALD GERARD KANE - GOVERNOR
3	State whether notification relates to a person closely associated with a person discharging managerial responsibilities named in 2 and identify the connected person N/A	4	Indicate whether the notification is in respect of a holding of the person referred to in 2 or 3 above or in respect of a non-beneficial interest NOTIFICATION IN RELATION TO PERSON NAMED IN 2 ABOVE
5	Description of shares or derivatives or other financial instruments linked to them ORDINARY STOCK OF €0.05 PER UNIT	6	Name of registered shareholder(s) and, if more than one, number of shares or derivatives or other financial instruments linked to them, held by each shareholder MR ARCHIBALD GERARD KANE
7	State the nature of the transaction ACQUISITION OF ORDINARY STOCK	8	Number of shares, derivatives or other financial instruments linked to them acquired 11,074 UNITS OF ORDINARY STOCK
9	Number of shares, derivatives or other financial instruments linked to them disposed of N/A	10	Price per share or derivative or other financial instrument linked to them or value of transaction €0.097 PER UNIT OF ORDINARY STOCK
11	Date and place of transaction 13 AUGUST 2012, DUBLIN, IRELAND	12	Date issuer informed of transaction 13 AUGUST 2012
13	Any additional information	14	Name of contact and telephone number for queries CLAIRE HEELEY GROUP DEPUTY SECRETARY Tele No: + 353 (0) 76 623 4758

Name and signature of duly designated officer of issuer responsible for making notification

Claire Heeley, Group Deputy Secretary

Date of notification

14 August 2012

Information required under ISE Listing Rule 6.10

15	Description of class of share ORDINARY STOCK OF €0.05 PER UNIT	16	Percentage of issued class acquired (treasury shares of that class should not be taken into account when calculating percentage) 0.000036751%
17	Percentage of issued class disposed (treasury shares of that class should not be taken into account when calculating percentage) N/A	18	Total holding following notification and total percentage holding following notification (any treasury shares should not be taken into account when calculating percentage) 11,074 UNITS OF ORDINARY STOCK OF €0.05 PER UNIT 0.000036751% OF ORDINARY STOCK

If a person discharging managerial responsibilities has been granted options by the issuer, please complete the following boxes:

19	Date of grant N/A	20	Period during which or date on which it can be exercised N/A
21	Total amount paid (if any) for grant of the option N/A	22	Description of shares involved (class and number) N/A

23	Exercise price (if fixed at time of grant) or indication that the price is to be fixed at the time of exercise	24	Total number of shares over which options are held following notification
	N/A		N/A

Name and signature of duly designated officer of issuer responsible for making notification

Claire Heeley, Group Deputy Secretary

Date of notification

14 August 2012