STANDARD FORM TR-1

VOTING RIGHTS ATTACHED TO SHARES—ARTICLE 12(1) OF DIRECTIVE 2004/109/EC FINANCIAL INSTRUMENTS—ARTICLE 11(3) OF THE COMMISSION DIRECTIVE 2007/14/EC

1. Identity of the issuer or the underlying issuer of existing shares to which voting rights are attached:

The Governor and Company of the Bank of Ireland

- 2. Reason for the notification (please tick the appropriate box or boxes):
 - [x] 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
- 3. Full name of person(s) subject to the notification obligation:

BlackRock, Inc.

- 4. Full name of shareholder(s) (if different from 3.):
- 5. Date of the transaction and date on which the threshold is crossed or reached:

26th February 2014

6. Date on which issuer notified:

27th February 2014

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

Holding has gone below 3%

8. Notified details:

A) Voting rights attached to shares							
Class/type of	Situation pre-	vious to the	Resulting situation after the triggering transaction				
shares (if	Triggering tran	nsaction					
possible using	Number of	Number of	Number of	Number	of voting	% of voti	ng rights
the ISIN	Shares	Voting	shares	rights			
CODE)		rights	Direct	Direct	Indirect	Direct	Indirect
IE0030606259	971,703,842	971,703,842	N/A	N/A	Below 3%	N/A	Below 3%

SUBTOTAL					
A (based on					
aggregate					
voting rights)	971,703,842	971,703,842	N/A	Below 3%	Below 3%

B) Financial Instruments						
Resulting situation at	fter the triggering tra	nsaction				
Type of financial instrument	Expiration Date	Exercise/Conversion Period/ Date	Number of voting rights that may be acquired if the instrument is exercised/converted	% of voting rights		
		SUBTOTAL B (in relation to all expiration dates)				

Total (A+B)	number	of voting	% of voting rights
	rights		
Below 3%	Below 3%		Below 3%

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

BlackRock Investment Management (UK) Limited – Below 3% (Below 3%)

- 10. In case of proxy voting: [name of the proxy holder] will cease to hold [number] voting rights as of [date].
- 11. Additional information:

Done at Dublin on 28 February 2014

Contact: Helen Nolan, Group Secretary

Telephone: +353 (0) 76 623 4710