

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: **Bank of Ireland**
2. Reason for the notification (please tick the appropriate box or boxes):
 - 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;
3. Full name of person(s) subject to the notification obligation: **FMR LLC**
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: **24 August 2012**
6. Date on which issuer notified; **30 August 2012**
7. Threshold(s) that is/are crossed or reached: **8%**
8. Notified details:

A) Voting rights attached to shares							
Class/type of shares (if possible using the 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		% of voting rights	
			Indirect	Direct	Indirect	Direct	Indirect
IE0030606259	2,412,056,661	2,412,056,661	2,400,973,663		2,400,973,663		7.96
SUBTOTAL A (based on aggregate voting rights)	2,412,056,661	2,412,056,661	2,400,973,663	2,400,973,663		7.96	

B) Financial Instruments				
Resulting situation after the triggering transaction				
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 rights	% of voting rights	
		2,400,973,663	7.96	

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

Custodian	Total	Management Company
BROWN BROTHERS HARRIMAN AND CO	2,232,191,190	FMRC-FIDELITY MANAGEMENT & RESEARCH COMPANY INC.
CITIBANKNA	19,311,509	FMRC-FIDELITY MANAGEMENT & RESEARCH COMPANY INC.
JPMORGAN CHASE BANK	3,429,503	FMRC-FIDELITY MANAGEMENT & RESEARCH COMPANY INC.
MELLON BANK NA (C)	1,275,065	FMRC-FIDELITY MANAGEMENT & RESEARCH COMPANY INC.
STATE STREET BANK AND TR CO	143,134,669	FMRC-FIDELITY MANAGEMENT & RESEARCH COMPANY INC.
MELLON BANK NA (C)	1,631,727	PGALLC- PYRAMIS GLOBAL ADVISORS, LLC
Grand Total	2,400,973,663	

10. In case of proxy voting: Number of voting rights proxy holder will cease to hold is 11,082,998

11. Additional information:

Done at Dublin on 31 August 2012

Contact: Helen Nolan, Group Secretary

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