



Date of Release: December 15, 2010

DBRS Downgrades Irish Guaranteed Debt Issued by the Bank of Ireland to A (high), Trend Negative

Industry: Fin.Svc.--Banks & Trusts

DBRS Inc. (DBRS) today has downgraded the long-term ratings of the Irish Government Guaranteed instruments issued by The Governor and Company of the Bank of Ireland (Bank of Ireland or the Bank) to A (high) from AA. Concurrently, DBRS has downgraded the ratings of Short-Term Deposits and Short-Term Debt Guaranteed by the Irish Government to R-1 (middle) from R-1 (high). The trend on all Government Guaranteed ratings is Negative. This rating action follows DBRS's downgrade of the Republic of Ireland to A (high) with a Negative trend. The Bank's government guaranteed ratings have been removed from Under Review with Negative Implications that was assigned on 5 October 2010.

Additionally, given the rating action on the sovereign rating, DBRS has today changed the trend on the A (high) floor rating for critically important banking organisations (CIBs) in Ireland to Negative from Stable. Given Bank of Ireland's status as a CIB, DBRS today has revised the trend on the Non-Guaranteed Long-term Deposits and Non-Guaranteed Long-Term Debt ratings of the Bank, to Negative from Stable. DBRS still sees the Irish Government as having the ability and the willingness to continue to support its CIBs at the A (high) level. Indeed, the recently agreed upon E.U./IMF support program includes EUR 35 billion for the Irish Government to support and recapitalise the Banks. The Negative trend reflects DBRS's view that additional weakening of the sovereign's rating could result in a corresponding lowering of the floor rating level for CIBs in Ireland.

Today's rating action does not impact the ratings of Bank of Ireland's non-senior debt instruments, including its Dated Subordinated Debt rating of BB, which remain Under Review with Negative Implications, where they were placed on 3 December 2010.

Notes:

All figures are in Euros (EUR) unless otherwise noted.

The applicable methodologies are Global Methodology for Rating Banks and Banking Organisations and Enhanced Methodology for Bank Ratings – Intrinsic and Support Assessments, which can be found on our website under Methodologies.



Lead Analyst: Steve Picarillo
 Rating Committee Chair: Alan G. Reid

Initial Rating Date: 5 September 2005
 Most Recent Rating Update: 3 December 2010

The sources of information used for this rating include the DBRS rating of the Republic of Ireland. For further information related to DBRS's rating of the Republic of Ireland, please see the related press release below.

For additional information on this rating please refer to the linking document located below.

Issuer	Debt Rated	Rating Action	Rating	Trend	Latest Event
Governor and Company of the Bank of Ireland, The	Long-Term Debt Guaranteed by the Irish Government	Trend Change	AA	Neg	Dec 15, 2010
Governor and Company of the Bank of Ireland, The	Long-Term Debt Guaranteed by the Irish Government	Downgraded	A (high)	Neg	Dec 15, 2010
Governor and Company of the Bank of Ireland, The	Long-Term Deposits Guaranteed by the Irish Government	Trend Change	AA	Neg	Dec 15, 2010
Governor and Company of the Bank of Ireland, The	Long-Term Deposits Guaranteed by the Irish Government	Downgraded	A (high)	Neg	Dec 15, 2010
Governor and Company of the Bank of Ireland, The	Short-Term Deposits Guaranteed by Irish Government	Trend Change	R-1 (high)	Neg	Dec 15, 2010
Governor and Company of the Bank of Ireland, The	Short-Term Deposits Guaranteed by Irish Government	Downgraded	R-1 (middle)	Neg	Dec 15, 2010
Governor and Company of the Bank of Ireland, The	Short-Term Debt Guaranteed by Irish Government	Trend Change	R-1 (high)	Neg	Dec 15, 2010
Governor and Company of the Bank of Ireland, The	Short-Term Debt Guaranteed by Irish Government	Downgraded	R-1 (middle)	Neg	Dec 15, 2010
Governor and Company of the Bank of Ireland, The	Issuer Rating	Trend Change	A (high)	Neg	Dec 15, 2010
Governor and Company of the Bank of Ireland, The	Non-Guaranteed Long-Term Debt	Trend Change	A (high)	Neg	Dec 15, 2010

Copyright © 2010, DBRS Limited, DBRS, Inc. and DBRS Ratings Limited (collectively, DBRS). All rights reserved. The information upon which DBRS ratings and reports are based is obtained by DBRS from sources DBRS believes to be accurate and reliable. DBRS does not audit the information it receives in connection with the rating process, and it does not and cannot independently verify that information in every instance. The extent of any factual investigation or independent verification depends on facts and circumstances. DBRS ratings, reports and any other information provided by DBRS are provided "as is" and without representation or warranty of any kind. DBRS hereby disclaims any representation or warranty, express or implied, as to the accuracy, timeliness, completeness, merchantability, fitness for any particular purpose or non-infringement of any of such information. In no event shall DBRS or its directors, officers, employees, independent contractors, agents and representatives (collectively, DBRS Representatives) be liable (1) for any inaccuracy, delay, loss of data, interruption in service, error or omission or for any damages resulting therefrom, or (2) for any direct, indirect, incidental, special, compensatory or consequential damages arising from any use of ratings and rating reports or arising from any error (negligent or otherwise) or other circumstance or contingency within or outside the control of DBRS or any DBRS Representative, in connection with or related to obtaining, collecting, compiling, analyzing, interpreting, communicating, publishing or delivering any such information. Ratings and other opinions issued by DBRS are, and must be construed solely as, statements of opinion and not statements of fact as to credit worthiness or recommendations to purchase, sell or hold any securities. A report providing a DBRS rating is neither a prospectus nor a substitute for the information assembled, verified and presented to investors by the issuer and its agents in connection with the sale of the securities. DBRS receives compensation for its rating activities from issuers, insurers, guarantors and/or underwriters of debt securities for assigning ratings and from subscribers to its website. DBRS is not responsible for the content or operation of third party websites accessed through hypertext or other computer links and DBRS shall have no liability to any person or entity for the use of such third party websites. This publication may not be reproduced, retransmitted or distributed in any form without the prior written consent of DBRS. ALL DBRS RATINGS ARE SUBJECT TO DISCLAIMERS AND CERTAIN LIMITATIONS. PLEASE READ THESE DISCLAIMERS AND LIMITATIONS AT <http://www.dbrs.com/about/disclaimer>. ADDITIONAL INFORMATION REGARDING DBRS RATINGS, INCLUDING DEFINITIONS, POLICIES AND METHODOLOGIES, ARE AVAILABLE ON <http://www.dbrs.com>.



Issuer	Debt Rated	Rating Action	Rating	Trend	Latest Event
Governor and Company of the Bank of Ireland, The	Non-Guaranteed Long-Term Deposits	Trend Change	A (high)	Neg	Dec 15, 2010
Governor and Company of the Bank of Ireland, The	Non-Guaranteed Short-Term Debt	Trend Change	R-1 (middle)	Neg	Dec 15, 2010
Governor and Company of the Bank of Ireland, The	Non-Guaranteed Short-Term Deposits	Trend Change	R-1 (middle)	Neg	Dec 15, 2010

For more information on this credit or on this industry, visit www.dbrs.com or contact us at info@dbrs.com.

Steven Picarillo
Senior Vice President - Financial Institutions Group
+1 212 806 3238
spicarillo@dbrs.com

David Laterza, CPA
Vice President - Financial Institutions Group
+1 212 806 3270
dlaterza@dbrs.com

Alan G. Reid
Managing Director – Financial Institutions and Sovereign Group
+1 212 806 3232
areid@dbrs.com

ALL DBRS RATINGS ARE SUBJECT TO DISCLAIMERS AND CERTAIN LIMITATIONS. PLEASE READ THESE [DISCLAIMERS AND LIMITATIONS](#). ADDITIONAL INFORMATION REGARDING DBRS RATINGS, INCLUDING DEFINITIONS, POLICIES AND METHODOLOGIES, ARE AVAILABLE ON WWW.DBRS.COM.

Copyright © 2010, DBRS Limited, DBRS, Inc. and DBRS Ratings Limited (collectively, DBRS). All rights reserved. The information upon which DBRS ratings and reports are based is obtained by DBRS from sources DBRS believes to be accurate and reliable. DBRS does not audit the information it receives in connection with the rating process, and it does not and cannot independently verify that information in every instance. The extent of any factual investigation or independent verification depends on facts and circumstances. DBRS ratings, reports and any other information provided by DBRS are provided "as is" and without representation or warranty of any kind. DBRS hereby disclaims any representation or warranty, express or implied, as to the accuracy, timeliness, completeness, merchantability, fitness for any particular purpose or non-infringement of any of such information. In no event shall DBRS or its directors, officers, employees, independent contractors, agents and representatives (collectively, DBRS Representatives) be liable (1) for any inaccuracy, delay, loss of data, interruption in service, error or omission or for any damages resulting therefrom, or (2) for any direct, indirect, incidental, special, compensatory or consequential damages arising from any use of ratings and rating reports or arising from any error (negligent or otherwise) or other circumstance or contingency within or outside the control of DBRS or any DBRS Representative, in connection with or related to obtaining, collecting, compiling, analyzing, interpreting, communicating, publishing or delivering any such information. Ratings and other opinions issued by DBRS are, and must be construed solely as, statements of opinion and not statements of fact as to credit worthiness or recommendations to purchase, sell or hold any securities. A report providing a DBRS rating is neither a prospectus nor a substitute for the information assembled, verified and presented to investors by the issuer and its agents in connection with the sale of the securities. DBRS receives compensation for its rating activities from issuers, insurers, guarantors and/or underwriters of debt securities for assigning ratings and from subscribers to its website. DBRS is not responsible for the content or operation of third party websites accessed through hypertext or other computer links and DBRS shall have no liability to any person or entity for the use of such third party websites. This publication may not be reproduced, retransmitted or distributed in any form without the prior written consent of DBRS. ALL DBRS RATINGS ARE SUBJECT TO DISCLAIMERS AND CERTAIN LIMITATIONS. PLEASE READ THESE DISCLAIMERS AND LIMITATIONS AT <http://www.dbrs.com/about/disclaimer>. ADDITIONAL INFORMATION REGARDING DBRS RATINGS, INCLUDING DEFINITIONS, POLICIES AND METHODOLOGIES, ARE AVAILABLE ON <http://www.dbrs.com>.