

## SCHEDULE 11

### Notification of Transactions of Directors/Persons Discharging Managerial Responsibility and Connected Persons

This form is intended for use by an issuer to make a RIS notification required by the Market Abuse Rules and section 53 (as extended by section 64 of the Companies Act 1990) or entered into the issuer's register in accordance with section 59 of the Companies Act 1990.

- (1) An issuer making a notification in respect of a transaction relating to the shares or debentures of the issuer should complete boxes 1 to 16, 23 and 24.
- (2) An issuer making a notification in respect of a derivative relating to the shares of the issuer should complete boxes 1 to 4, 6, 8, 13, 14, 16, 23 and 24.
- (3) An issuer making a notification in respect of options granted to a director/person discharging managerial responsibilities should complete boxes 1 to 3 and 17 to 24.
- (4) An issuer making a notification in respect of a financial instrument relating to the shares of the issuer (other than a debenture) should complete the boxes 1 to 4, 6, 8, 9, 11, 13, 14, 16, 23 and 24.

**All relevant boxes should be completed in block capital letters**

1	Name of the Issuer  Bank of Ireland	2	State whether the notification relates to:  (i) a transaction notified in accordance with Market Abuse Rules;  (ii) a disclosure made in accordance with section 53 (as extended by section 64 of the Companies Act 1990) or entered into the issuer's register in accordance with section 59 of the Companies Act 1990; or  (iii) both (i) and (ii).  Notification relates to (i) above and to the UK Disclosure Rule 3.1.4 R (1) (a)
3	Name of person discharging managerial responsibilities/director  The following PDMRs:-  Richie Boucher, Des Crowley, Kevin Dolan, Denis Donovan, Cyril Dunne, Michael Grealy, Finbarr Murphy, Ronan Murphy, Tony Wyatt	4	State whether notification relates to a person connected with a person discharging managerial responsibilities/director named in 3 and identify the connected person
5	Indicate whether the notification is in respect of a holding of the person referred to in 3 or 4 above or in respect of a non-beneficial interest	6	Description of shares (including class) debentures or derivatives or financial instruments relating to shares
7	Name of registered shareholder(s) and, if more than one, number of shares held by each of them	8	State the nature of the transaction
9	Number of shares, debentures or financial instruments relating to shares acquired	10	Percentage of issued class acquired (treasury shares of that class should not be taken into account when calculating percentage)
11	Number of shares, debentures or financial instruments relating to shares disposed	12	Percentage of issued class disposed (treasury shares of that class should not be taken into account when calculating percentage)
13	Price per share or value of transaction	14	Date and place of transaction

15	Total holding following notification and total percentage holding following notification (any treasury shares should not be taken into account when calculating percentage)	16	Date issuer informed of transaction
----	---	----	-------------------------------------

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

17	Date of grant  4 July 2006 for both the Executive Stock Option Scheme (ESOS) and the Long Term Incentive Plan (LTIP)	18	Period during which or date on which it can be exercised  ESOS – 4/7/2009 to 4/7/2016  LTIP – Earliest Vesting Date is 4/7/2009
19	Total amount paid (if any) for grant of the option  Nil	20	Description of shares or debentures involved (class and number)  Units of Ordinary Stock:-  Richie Boucher - ESOS 30,500/LTIP 30,500  Des Crowley - ESOS 30,500/LTIP 30,500  Kevin Dolan - ESOS 30,500/LTIP 30,500  Denis Donovan - ESOS 30,500/LTIP 30,500  Cyril Dunne - ESOS 30,500/LTIP 30,500  Michael Grealy - ESOS 30,500/LTIP 30,500  Finbarr Murphy – ESOS 13,250/LTIP 13,250  Ronan Murphy - ESOS 28,500/LTIP 28,500  Tony Wyatt - ESOS 30,500/LTIP 30,500
21	Exercise price (if fixed at time of grant) or indication that the price is to be fixed at the time of exercise  euro 14 for ESOS. Not applicable to LTIP.	22	Total number of shares or debentures over which options are held following notification  Richie Boucher ESOS 99,500/LTIP 75,368  Des Crowley ESOS 218,000/LTIP 98,000  Kevin Dolan ESOS 65,500/LTIP 65,500  Denis Donovan ESOS 178,000/LTIP 98,000  Cyril Dunne  ESOS 214,650/LTIP 98,000/SAYE 2,653  Michael Grealy  ESOS 171,000/LTIP 96,000/SAYE 1,522  Finbarr Murphy  ESOS 81,750/LTIP 32,750/SAYE 1,522

			Ronan Murphy ESOS 90,500/LTIP 90,500 Tony Wyatt ESOS 68,877/LTIP 68,877
23	Any additional information  Sub-Committee of the Group Remuneration Committee approved the pricing, the grant date and stock amounts on 5 July 2006.	24	Name of contact and telephone number for queries  Peter Nugent  + 353 1 6043402

<p><b>Name and signature of duly designated officer of issuer responsible for making notification</b></p> <p><b>Peter Nugent – Assistant Group Secretary</b></p> <p><b>Date of notification</b> 6 July 2006</p>
---