

NOTIFICATION OF TRANSACTIONS OF DIRECTORS, PERSONS DISCHARGING MANAGERIAL RESPONSIBILITY OR CONNECTED PERSONS

This form is intended for use by an *issuer* to make a *RIS* notification required by *DR 3.1.4R(1)*.

- (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 boxes 1 to 4, 6, 8, 9, 11, 13, 14, 16, 23 and 24.

Please complete all relevant boxes in block capital letters.

1. Name of the *issuer*

Bank of Ireland

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2. State whether the notification relates to (i) a transaction notified in accordance with *DR 3.1.4R(1)(a)*; or

(ii) *DR 3.1.4(R)(1)(b)* a disclosure made in accordance with section 324 (as extended by section 328) of the Companies Act 1985; or

(iii) both (i) and (ii)

TRANSACTION NOTIFIED IN ACCORDANCE WITH *DR 3.1.4R(1)(a)*

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3. Name of *person discharging managerial responsibilities/director*

Des Crowley

Cyril Dunne

Denis Donovan

Michael Grealy

Ronan Murphy

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4. State whether notification relates to a *person* connected with a *person discharging managerial responsibilities/director* named in 3 and identify the *connected person*

N/A

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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

Individuals named in 3 above.

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6. Description of *shares* (including *class*), debentures or derivatives or financial instruments relating to *shares*

Ordinary Stock

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7. Name of registered shareholders(s) and, if more than one, the number of *shares* held by each of them

Registered in the name of the Trustees of the Employee Stock Issue Scheme on behalf of each of the individuals named in 3 above.

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8 State the nature of the transaction

Employee Stock Issue Scheme

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9. Number of *shares*, debentures or financial instruments relating to *shares* acquired

Des Crowley 960 units

Cyril Dunne 960 Units

Denis Donovan 960 units

Michael Grealy 959 units

Ronan Murphy 960 units

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10. Percentage of issued *class* acquired (*treasury shares* of that *class* should not be taken into account when calculating percentage)

Des Crowley 0%

Cyril Dunne 0%

Denis Donovan 0%

Michael Grealy 0%

Ronan Murphy 0%

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11. Number of *shares*, debentures or financial instruments relating to *shares* disposed

N/A

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12. Percentage of issued *class* disposed (*treasury shares* of that *class* should not be taken into account when calculating percentage)

N/A

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13. Price per *share* or value of transaction

euro 13.22

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14. Date and place of transaction

31 August 2005

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15. Total holding following notification and total percentage holding following notification (any *treasury shares* should not be taken into account when calculating percentage)

Des Crowley 91,297 0.01%

Cyril Dunne 17,772 0.002%

Denis Donovan 51,612 0.005%

Michael Grealy 6,218 0.001%

Ronan Murphy 102,503 0.01%

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16. Date issuer informed of transaction

5 September 2005

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

17 Date of grant

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18. Period during which or date on which it can be exercised

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19. Total amount paid (if any) for grant of the option

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20. Description of *shares* or debentures involved (*class* and number)

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21. Exercise price (if fixed at time of grant) or indication that price is to be fixed at the time of exercise

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22. Total number of *shares* or debentures over which options held following notification

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23. Any additional information

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24. Name of contact and telephone number for queries

Peter Nugent + 353 1 6043402

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Name and signature of duly authorised officer of *issuer* responsible for making notification

John Clifford – Group Secretary

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Date of notification

5 September 2005

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END