

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

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|---|---|---|--|
| 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, Denis Donovan, Cyril Dunne, Michael Grealy, Finbarr Murphy, Ronan Murphy | 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 |
| 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 PDMRs named in 3 above | 6 | Description of shares (including class) debentures or derivatives or financial instruments relating to shares Ordinary Stock |
| 7 | Name of registered shareholder(s) and, if more than one, number of shares held by each of them Registered in the name of the Trustees of the Employee Stock Issue Scheme/Stock Incentive Plan on behalf of each of the individuals named in 3 above. | 8 | State the nature of the transaction Employee Stock Issue Scheme/Stock Incentive Plan |

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|----|--|----|--|
| 9 | Number of shares, debentures or financial instruments relating to shares acquired Richie Boucher 921 Des Crowley 307 Denis Donovan 921 Cyril Dunne 921 Michael Grealy 921 Finbarr Murphy 921 Ronan Murphy 921 | 10 | Percentage of issued class acquired (treasury shares of that class should not be taken into account when calculating percentage) Richie Boucher 0.0001% Des Crowley 0.00003% Denis Donovan 0.0001% Cyril Dunne 0.0001% Michael Grealy 0.0001% Finbarr Murphy 0.0001% Ronan Murphy 0.0001% |
| 11 | Number of shares, debentures or financial instruments relating to shares disposed N/A | 12 | Percentage of issued class disposed (treasury shares of that class should not be taken into account when calculating percentage) N/A |
| 13 | Price per share or value of transaction Euro 13.78 | 14 | Date and place of transaction 26 September 2006, Dublin |
| 15 | Total holding following notification and total percentage holding following notification (any treasury shares should not be taken into account when calculating percentage) Richie Boucher 1,904 0.0002% Des Crowley 93,187 0.01% Denis Donovan 98,711 0.01% Cyril Dunne 20,276 0.002% Michael Grealy 7,139 0.001% Finbarr Murphy 37,709 0.004% Ronan Murphy 53,424 0.01% | 16 | Date issuer informed of transaction 29 September 2006 |

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

| | | | |
|----|--|----|---|
| 17 | Date of grant | 18 | Period during which or date on which it can be exercised |
| 19 | Total amount paid (if any) for grant of the option | 20 | Description of shares or debentures involved (class and number) |
| 21 | Exercise price (if fixed at time of grant) or indication that the price is to be fixed at the time of exercise | 22 | Total number of shares or debentures over which options are held following notification |
| 23 | Any additional information | 24 | Name of contact and telephone number for queries Peter Nugent + 353 1 6043402 |

Name and signature of duly designated officer of issuer responsible for making notification

Peter Nugent – Assistant Group Secretary

Date of notification 29 September 2006