

SCHEDULE 10

NOTIFICATION OF MAJOR INTERESTS IN SHARES

1. Name of company

Bank of Ireland

2. Name of shareholder having a major interest

Bank of Ireland Asset Management Ltd

3. Please state whether notification indicates that it is in respect of holding of the shareholder named in 2 above or in respect of a non-beneficial interest or in the case of an individual holder if it is a holding of that person's spouse or children under the age of 18

As 2

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

Bank of New York Custodial Nominees - 303,423 units

Roy Nominees Ltd – 298,841

Euroclear Nominees Ltd – 102,831

BNY Nominees Ltd – 481,349

Mellon Nominees Ltd – 240,288 units

Nortrust Nominees Ltd – 4,844,385 units

Bank of Ireland Nominees Ltd – 59,586,373 units

5. Number of shares / amount of stock acquired

N/A

6. Percentage of issued class

N/A

7. Number of shares / amount of stock disposed

N/A

8. Percentage of issued class

N/A

9. Class of security

Ordinary Stock

10. Date of transaction

See section 14, "Any additional information"

11. Date company informed

24 May 2006

12. Total holding following this notification

65,857,490

13. Total percentage holding of issued class following this notification

6.8%

14. Any additional information

Held, as registered owner only, on behalf of a range of clients each of whom is the beneficial owner of a portion of the holding.

NOTE: This information was requested by Bank of Ireland as part of the preparation of its 2006 Annual Report & Accounts. We are required to advise the Stock Exchange on receipt of such updated information.

15. Name of contact and telephone number for queries

Peter Nugent
Tel: 00 353 1 6043402

16. Name and signature of authorised company official responsible for making this notification

Peter Nugent

Date of notification

25 May 2006

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