

## SCHEDULE 10

### NOTIFICATION OF MAJOR INTERESTS IN SHARES

1. Name of company

Bank of Ireland

2. Name of shareholder having a major interest

Harris Associates L.P

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

Harris Associates L.P - 30,245,800

5. Number of shares / amount of stock acquired

530,258

6. Percentage of issued class

0.053%

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

11 October 2007

11. Date company informed

15 October 2007

12. Total holding following this notification

30,245,800

13. Total percentage holding of issued class following this notification

3.05%

14. Any additional information

Bank of Ireland are making this notification on receipt of a notification from Harris Associates L.P under the Transparency (Directive 2004/109/EC) Regulations 2007

15. Name of contact and telephone number for queries

John B. Clifford  
Tel: 00 353 1 6043400

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

Ella Cullen

Date of notification

15 October 2007

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