

## 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 (iii) above and to the UK Disclosure Rule 3.1.4 R (1) (a)
3	Name of person discharging managerial responsibilities/director  Richard Boucher – Executive Director  Des Crowley – Executive Director  Denis Donovan – Executive Director  Brian Goggin – Executive Director  John O' Donovan – Executive Director  John Clifford – PDMR  Finbarr Murphy– PDMR  Ronan Murphy– PDMR  Tony Wyatt– PDMR	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	<p>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</p> <p>Executive Directors and PDMR's named in 3 above.</p>	6	<p>Description of shares (including class) debentures or derivatives or financial instruments relating to shares</p> <p>Ordinary Stock</p>
7	<p>Name of registered shareholder(s) and, if more than one, number of shares held by each of them</p> <p>John Clifford, Neville Bourke &amp; David Keogh (TSS)</p> <p>David McGowan, Richard Holden, Peter Morris (TSS)</p>	8	<p>State the nature of the transaction</p> <p>Acquisition of Stock under the Staff Stock Issue, (Stock Incentive Plan and Partnership Stock Scheme Des Crowley only).</p>
9	<p>Number of shares, debentures or financial instruments relating to shares acquired</p> <p>Richard Boucher 846 Units Des Crowley 462 Units (293 units @ Euro 15.00 and 169 units @ Euro 12.92) Denis Donovan 846 Units Brian Goggin 846 Units John O' Donovan 846 Units John Clifford 846 Units Finbarr Murphy 846 Units Ronan Murphy 846 Units Tony Wyatt 846 Units</p>	10	<p>Percentage of issued class acquired (treasury shares of that class should not be taken into account when calculating percentage)</p> <p>Richard Boucher 0.00009% Des Crowley 0.00005% Denis Donovan 0.00009% Brian Goggin 0.00009% John O' Donovan 0.00009% John Clifford 0.00009% Finbarr Murphy 0.00009% Ronan Murphy 0.00009% Tony Wyatt 0.00009%</p>
11	<p>Number of shares, debentures or financial instruments relating to shares disposed</p> <p>N/A</p>	12	<p>Percentage of issued class disposed (treasury shares of that class should not be taken into account when calculating percentage)</p> <p>N/A</p>
13	<p>Price per share or value of transaction</p> <p>Euro 15.00 (with the exception of 169 units of Partnership Stock Scheme (UK) @ Euro 12.92)</p>	14	<p>Date and place of transaction</p> <p>19 November 2007, Dublin</p>
15	<p>Total holding following notification and total percentage holding following notification (any treasury shares should not be taken into account when calculating percentage)</p> <p>Richard Boucher 10,254 0.001% Des Crowley 128,915 0.013% Denis Donovan 137,507 0.014% Brian Goggin 520,260 0.053% John O' Donovan 93,559 0.009% John Clifford 135,399 0.014% Finbarr Murphy 43,591 0.004% Ronan Murphy 67,553 0.007% Tony Wyatt 1,600 0.0002%</p>	16	<p>Date issuer informed of transaction</p> <p>19 November, 2007</p>

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  Ella Cullen, Group Secretary's Office  + 353 1 6043472

<p><b>Name and signature of duly designated officer of issuer responsible for making notification</b></p> <p><b>John B. Clifford, Group Secretary</b></p> <p><b>Date of notification</b> 19 November 2007</p>
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