

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 Richie Boucher (Director), John Clifford (Secretary), Des Crowley (Director), Denis Donovan (Director), Brian Goggin (Director), John O'Donovan (Director).	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. As 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	8	State the nature of the transaction Grant of Executive Options and Long Term Incentive Plan Conditional Awards
9	Number of shares, debentures or financial instruments relating to shares acquired	10	Percentage of issued class acquired (treasury shares of that class should not be taken into account when calculating percentage)
11	Number of shares, debentures or financial instruments relating to shares disposed	12	Percentage of issued class disposed (treasury shares of that class should not be taken into account when calculating percentage)
13	Price per share or value of transaction	14	Date and place of transaction
15	Total holding following notification and total percentage holding following notification (any treasury shares should not be taken into account when calculating percentage)	16	Date issuer informed of transaction 18 June 2007

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

17	Date of grant 12 June 2007 for both the Executive Stock Option Scheme (ESOS) and the Long Term Incentive Plan (LTIP)	18	Period during which or date on which it can be exercised ESOS – 12/6/2010 to 12/6/2017 LTIP – Earliest Vesting Date is 12/6/2010
19	Total amount paid (if any) for grant of the option Nil	20	Description of shares or debentures involved (class and number) Units of Ordinary Stock:- Richie Boucher- ESOS 33,950/LTIP 33,950 John Clifford – ESOS 9,600/LTIP 13,950 Des Crowley – ESOS 33,950/LTIP 33,950 Denis Donovan - ESOS 33,950/LTIP 33,950 Brian Goggin - ESOS 112,100/LTIP 74,750 John O'Donovan – ESOS 33,950/LTIP 33,950
21	Exercise price (if fixed at time of grant) or indication that the price is to be fixed at the time of exercise euro 15.45 for ESOS. Not applicable to LTIP.	22	Total number of shares or debentures over which options are held following notification Richie Boucher - ESOS 133,450/LTIP 98,950/SAYE 301 John Clifford – ESOS 92,800/LTIP 92,674/SAYE 301 Des Crowley – ESOS 251,950/LTIP 174,934 Denis Donovan - ESOS 211,950/LTIP 169,293 Brian Goggin - ESOS 480,100/LTIP 501,168/SAYE 301 John O'Donovan - ESOS 206,950/LTIP 137,984/SAYE 2,653
23	Any additional information Sub-Committee of the Group Remuneration Committee approved the pricing on 14 June 2007	24	Name of contact and telephone number for queries Ella Cullen + 353 1 6043472

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

Ella Cullen – Group Secretary's Office

Date of notification 19 June 2007