

SCHEDULE 10

NOTIFICATION OF MAJOR INTERESTS IN SHARES

1. Name of company

Bank of Ireland

2. Name of shareholder having a major interest

UBS Global Asset Management – IFS

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

UBS Fund Management (Switzerland) AG
UBS Fund Services (Luxembourg) SA

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

As above

5. Number of shares / amount of stock acquired

UBS Fund Management (Switzerland) AG – 4,047,097
UBS Fund Services (Luxembourg) SA – 25,704,532

6. Percentage of issued class

3%

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

16 November 2007

11. Date company informed

21 November 2007

12. Total holding following this notification

29,751,629

13. Total percentage holding of issued class following this notification

3%

14. Any additional information

Bank of Ireland is making this notification on receipt of a notification from UBS Global Asset Management – IFS 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

Audrey Casey

Date of notification

22 November 2007

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