

## 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 – Trad

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

DSI International Management Inc

UBS AG

UBS Global Asset Management (Americas) Inc

UBS Global Asset Management (Australia) Ltd

UBS Global Asset Management (Canada) Co.

UBS Global Asset Management (Deutschland) GmbH

UBS Global Asset Management (France) SA

UBS Global Asset Management (Hong Kong) Ltd

UBS Global Asset Management (Japan) Ltd

UBS Global Asset Management Life Limited

UBS Global Asset Management (Singapore) Ltd

UBS Global Asset Management Trust Company

UBS Global Asset Management (UK) Limited

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

DSI International Management Inc 1,755

UBS AG 369,021

UBS Global Asset Management (Americas) Inc 10,563,611

UBS Global Asset Management (Australia) Ltd 430,580

UBS Global Asset Management (Canada) Co. 2,794,615

UBS Global Asset Management (Deutschland) GmbH 1,068,465

UBS Global Asset Management (France) SA 1,248,560

UBS Global Asset Management (Hong Kong) Ltd 163,054

UBS Global Asset Management (Japan) Ltd 6,087,634

UBS Global Asset Management Life Limited 3,484,246

UBS Global Asset Management (Singapore) Ltd 145,192

UBS Global Asset Management Trust Company 1,990,968

UBS Global Asset Management (UK) Limited 8,293,726

6. Percentage of issued class

3.7%

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

15 November 2007

11. Date company informed

21 November 2007

12. Total holding following this notification

36,641,427

13. Total percentage holding of issued class following this notification

3.7%

14. Any additional information

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