

Ideal Shopping Direct Plc

6th January 2006



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Trading Update

The Board of Ideal Shopping Direct is pleased to report that trading in the peak period running up to Christmas has been satisfactory, with sales for the months of November and December up by 20% on the equivalent period of 2004. Sales for the second half in total have risen by more than 15% year on year.

With the full picture of sales for the year to December 31st 2005 now clear, the Board expects that profits before tax for the year will meet market estimates and will be in excess of £7.0 million, a record for the company.

Final results for the 2005 year will be reported on March 9th 2006.

Jim Hodgkinson, Chairman, commented:

"As we reported at our interims in September, we expected the market to become tougher in the second half. Despite this, I am delighted to be able to report another strong second half trading performance.

The business has continued to make good progress over the last year, particularly as our Freeview sales have been like-for-like since May. This reflects a strengthened management team and the continuing success of our multi-channel strategy. We have also invested in the launch of Jewellery Vault and in preparations for a major systems upgrade. I am confident that we now have a strong platform for further progress in 2006."

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