

# IDEAL SHOPPING DIRECT Plc

## PRESS RELEASE

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### PAUL WRIGHT TO MOVE TO NON-EXECUTIVE

Ideal Shopping Direct Plc, Britain's leading independent home shopping TV channel, today announces that Paul Wright, Deputy Chairman and one of the original founders of the business, has indicated his intention to step down from his executive role on March 7th 2006.

Paul will remain on the Board as non-executive Deputy Chairman, and will continue to be responsible for a number of new business initiatives already being pursued. He is the company's largest individual shareholder, with approximately 13% of the equity.

Paul Wright, Deputy Chairman, said:

“With the business now well set to develop on a number of new fronts, this is the right time for me to make the move to a non-executive role. We have a strong management team in place and I will continue to help them in identifying and pursuing the many exciting opportunities for growth in the online and TV shopping markets.”

Jim Hodkinson, Chairman, commented:

“We would like to thank Paul Wright for his major contribution to the business over the many years since he co-founded it in 1980. I am delighted that we will be able to continue to draw on his extensive experience in maintaining our rapid growth momentum in the most exciting areas of retailing.”

#### **For further information contact:**

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Jim Hodkinson, Chairman

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Tom Wyatt

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#### **Notes for editors**

- Paul Wright is 55. He and fellow non-executive director Val Kaye founded the business in 1980, originally as WrightWay Marketing, and floated it on AIM in February 2000. The Ideal World TV shopping channel was then launched in April 2000.
- Ideal Shopping Direct now operates 4 shopping channels:

“Ideal World” on Sky, Freeview and NTL  
“Create and Craft”, which addresses the niche hobby & craft market, on Sky  
“Ideal Vitality”, which focuses on Health, Beauty & Fitness on Sky  
“Jewellery Vault”, which is a falling price jewellery auction channel, launched in July 2005, on Sky.

Each channel is supported by a transactional website.

Paul stepped down as Chief Executive in September 2005, to concentrate on new business development opportunities. He won the Growth Investor accolade as Entrepreneur of the Year in 2005.

Paul remains the company’s largest individual shareholder with approx. 13% of the equity.