



Ideal Shopping Direct Plc

5th June 2007

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Ideal Shopping Direct plc (the "Company"), Britain's leading independent TV shopping group, today announces that Val Kaye, non-executive Director and one of the original founders of the business, has resigned from the Board with immediate effect.

Jim Hodgkinson, Chairman, commented:

"Val has given a tremendous amount to the business over the last 27 years, and, on behalf of my Board colleagues and all our employees, I would like to thank her for her contribution and wish her well for the future ."

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