

Ideal Shopping Direct PLC
13 July 2007

Ideal Shopping Direct Plc

New Non-Executive Chairman

Ideal Shopping Direct plc today announces that David Williams will join its Board as Non-Executive Chairman with immediate effect.

David has extensive experience as a non executive director in both the public and private sectors. He has been Chairman of Slug & Lettuce plc, the Senior Independent Director at DX Services plc and a former Chairman of Wyevale Garden Centres plc. His most recent executive role was as Chief Executive Officer of the Thresher Group.

He is currently chair of Accantia Ltd, a Duke Street investee business, an Operating Partner with Duke Street Capital LLP, and a non executive director of Mothercare plc and the Royal London Mutual Insurance Group.

As previously announced in April, Jim Hodgkinson, Chairman of Ideal Shopping Direct plc since March 2004, therefore steps down from the Board today.

Andrew Fryatt, Chief Executive, commented, I am delighted that we have been able to recruit someone of David Williams' calibre to the Chairman role. Ideal has tremendous potential in a very dynamic market, and I am confident that he will lead the Board successfully and capitalise fully on those opportunities.

David Williams commented, "Ideal Shopping is well positioned to take advantage of the growth in home shopping using both its strong TV based franchise as well as its growing online business. I'm delighted to be joining the Board at this time in the company's development and I'm looking forward to working with Andrew Fryatt and the team."

For further information, please contact:

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Andrew Fryatt, CEO

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ReputationInc
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NOTES:

1. David Gay Williams, aged 60, has 30 years experience in the consumer, leisure and retail sectors. Between 2001 and 2004 he was Chief Executive Officer of the Thresher Group, where he led a £50mn improvement in EBITDA. Prior to this he had senior roles with Whitbread, PepsiCo and Diageo.

2. Mr Williams is also currently a director of:

Accantia Ltd
Mothercare plc
Mothercare Employees Share Trust Limited
Royal London Group

3. Mr Williams' previous directorships are:

Agnew Stores Limited
Cater Stoffell and Fortt Limited
D&A Haddow Limited
First Quench Retailing Limited
Thresher and Company Limited
Thresher Wines Financial Services Limited
Thresher Wines Acquisitions Limited
The Victoria Wine Company Limited
Thresher Group Limited
Slug and Lettuce plc
Surrey Free Inns plc
Wyevale Garden Centres plc
Avebury Group Limited
DX Services plc

He holds no other directorships and there are no other matters requiring disclosure under paragraph (g) of Schedule 2 of the AIM rules.

END