

Ideal Shopping Direct Plc ("the Company")

17 August 2007

AIM Rule 26 compliant website and change of adviser name

The Company today announces that the information required by Rule 26 of the AIM Rules for Companies (February 2007) is available on the Company's website at <http://www.idealshoppingdirect.tv/index.asp>

The Company today also announces their adviser's change of name from Teather & Greenwood Limited to Landsbanki Securities (UK) Limited with effect from 9 August 2007.

Enquiries:

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