

Ideal Shopping Direct PLC ("the Company")  
Notifiable Interest

A form TR-1 containing the following information has been received by the Company.

TR-1 notification of major interests in shares

1. Identity of the issuer or the underlying issuer of existing shares to which voting rights are attached:

Ideal Shopping Direct PLC Ord 3p

2. Reason for the notification

An acquisition or disposal of voting rights

3. Full name of person(s) subject to the notification obligation:

Artemis Investment Management Ltd

4. Full name of shareholder(s) (if different from 3):

Artemis UK Growth Institutional UK Growth

5. Date of the transaction (and date on which the threshold is crossed or reached if different):

14<sup>th</sup> January 2008

6. Date on which issuer notified:

15<sup>th</sup> January 2008

7. Threshold(s) that is/are crossed or reached: 10%

8. Notified details:

A: Voting rights attached to shares

Class/type of shares  if possible using ISIN CODE	Situation previous to Triggering transaction		Resulting situation after the triggering transaction				
	Number of Shares	Number of Voting Rights	Notification required under DTR transitional provision 7				
			Number of shares	Number of voting rights		% of voting rights	
			Direct	Direct	Indirect	Direct	Indirect
GB0001202109	3,159,500	3,159,500	2,919,853	2,919,853		9.84%	

B: Financial Instruments

Resulting situation after the triggering transaction				
Type of financial instrument	Expiration date	Exercise/ Conversion Period/ Date	Number of voting rights that may be acquired if the instrument is exercised/ converted	% of voting rights

Total (A+B)

Number of voting rights	% of voting rights
2,919,853	9.84%

9. Chain of controlled undertakings through which the voting rights and/or the financial instruments are effectively held, if applicable:

N/A

10. Name of the Proxy holder:

N/A

11. Number of voting rights proxy holder will cease to hold:

N/A

12. Date on which proxy holder will cease to hold voting rights:

N/A

13. Additional information:

N/A

14. Contact name:

Alistair Fleming

15. Contact telephone number:

0131 718 0411