

Regulatory Announcement

28 Mar 08

Company Artemis Investment Management
TIDM Rule 8.3- Ideal Shopping Direct
Headline
Released 12:25 28-Mar-08
Number 0373R



FORM 8.3

DEALINGS BY PERSONS WITH INTERESTS IN SECURITIES REPRESENTING 1% OR MORE (Rule 8.3 of the Takeover Code)

1. KEY INFORMATION

Name of person dealing (Note 1)

ARTEMIS INVESTMENT MANAGEMENT LTD

Company dealt in

IDEAL SHOPPING DIRECT PLC

Class of relevant security to which the dealings being disclosed relate (Note 2)

3P ORDINARY

Date of dealing

27TH MARCH 2008

2. INTERESTS, SHORT POSITIONS AND RIGHTS TO SUBSCRIBE

(a) Interests and short positions (following dealing) in the class of relevant security dealt in (Note 3)

	Long Number	(%)	Short Number	(%)
(1) Relevant securities	2,919,853	(9.84%)		
(2) Derivatives (other than options)	50,000	(0.17%)		
(3) Options and agreements to purchase/sell				
Total	2,969,853	(10.01)		

(b) Interests and short positions in relevant securities of the company, other than the class dealt in (Note 3)

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Class of relevant security:	Long Number	(%)	Short Number	(%)
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(1) Relevant securities

(2) Derivatives (other than options)

(3) Options and agreements to purchase/sell

Total

(c) Rights to subscribe (Note 3)

Class of relevant security:	Details
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3. DEALINGS (Note 4)

(a) Purchases and sales

Purchase/sale	Number of securities	Price per unit (Note 5)
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SALE	5,000	235.81P
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(b) Derivatives transactions (other than options)

Product name, e.g. CFD	Long/short (Note 6)	Number of securities varying etc. (Note 7)	Price per unit (Note 5)
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(c) Options transactions in respect of existing securities

(i) Writing, selling, purchasing or varying

Product name, e.g. call option	Writing, selling,	Number of securities purchasing, varying etc. (Note 7)	Exercise price, to which the option relates	Type, e.g. American, European etc.	Expiry date	Option money paid/ received per unit (Note 5)
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(ii) Exercising

Product name, e.g. call option	Number of securities	Exercise price per unit (Note 5)
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(d) Other dealings (including new securities) (Note 4)

Nature of transaction (Note 8)	Details	Price per unit (if applicable) (Note 5)
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4. OTHER INFORMATION

Agreements, arrangements or understandings relating to options or derivatives

Full details of any agreement, arrangement or understanding between the person disclosing and any other person relating to the voting rights of any relevant securities under any option referred to on this form or relating to the voting rights or future acquisition or disposal of any relevant securities to which any derivative referred to on this form is referenced. If none, this should be stated.

NONE

Is a Supplemental Form 8 attached? (Note 9) NO

Date of disclosure 28TH MARCH 2008

Contact name RONA FAIRS

Telephone number 0207 399 6056

If a connected EFM, name of offeree /offeror with which connected N/A

If a connected EFM, state nature of connection (Note 10) N/A

Notes

The Notes on Form 8.3 can be viewed on the Takeover Panel's website at www.thetakeoverpanel.org.uk