

Regulatory Announcement

02 May 08

Company Ideal Shopping Direct PLC
TIDM IDS
Headline Notifiable Interest
Released 17:33 02-May-08
Number 7187T



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

2. Reason for the notification

An acquisition or disposal of voting rights

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

FIL Limited (FIL)

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

SHARES HELD	NOMINEE	MANAGEMENT COMPANY
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564,590	BROWN BROS HARRIMN LTD LUX	FIL
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340,648	JP MORGAN, BOURNEMOUTH	FII
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3,235,901	JP MORGAN, BOURNEMOUTH	FISL
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Fidelity International Limited (FIL) is the parent holding company for various direct and indirect subsidiaries, including Fidelity Fund Management Limited (FFML), Fidelity Investment Services Ltd (FISL), Fidelity Gestion (FIGEST), Fidelity Investments Advisory (Korea) Limited (FIAKL), Fidelity Investments Management (Hong Kong) Limited (FIMHK), Fidelity Pension Management (FPM), Fidelity Investments Japan (FIJ) and Fidelity Investments International (FII), investment managers for various non-US investment companies and institutional clients.

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

23 April 2008

6. Date on which issuer notified:

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25 April 2008

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

13%

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 Notification required under DTR transitional provision 7				
	Number of Shares	Number of Voting Rights	Number of shares	Number of voting rights		% of voting rights	
			Direct	Direct	Indirect	Direct	Indirect
ISIN GBOO01202109	3,714,139	3,714,139			4,141,139		13.95%

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
4,141,139	13.95%

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

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10. Name of the Proxy holder:

FIL Limited (FIL)

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

427,000 shares

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

23 April 2008

13. Additional information:

N/A

14. Contact name:

N/A

15. Contact telephone number:

N/A

END