

Company Landsbanki Securities UK
 TIDM EPT Disclosure
 Headline
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 Number 3990P



FORM 38.5(a)

**DEALINGS BY CONNECTED EXEMPT PRINCIPAL TRADERS
 WITH RECOGNISED INTERMEDIARY STATUS
 DEALING IN A CLIENT-SERVING CAPACITY
 (Rule 38.5(a) of the Takeover Code)**

1. KEY INFORMATION

Name of exempt principal trader	<i>Landsbanki Securities (UK) Ltd</i>
Company dealt in	Ideal Shopping Direct plc
Class of relevant security to which the dealings being disclosed relate (Note 1)	Ordinary 3p
Date of dealing	4 March 2008

2. DEALINGS (Note 2)**(a) Purchases and sales**

Total number of securities purchased	Highest price paid (Note 3)	Lowest price paid (Note 3)
20,000	238p sterling	238p sterling

Total number of securities sold	Highest price received (Note 3)	Lowest price received (Note 3)
17,000	242p sterling	241p sterling

(b) Derivatives transactions (other than options)

Product name, e.g. CFD	Long/short (Note 4)	Number of securities (Note 5)	Price per unit (Note 3)
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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, purchasing, varying etc	Number of securities to which the option relates (Note 5)	Exercise price	Type, e.g. American, European etc.	Expiry date	Option moneypaid/ received per unit (Note 3)
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(ii) Exercising

Product name, e.g. call option	Number of securities	Exercise price per unit (Note 3)
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3. 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.

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Date of disclosure	5 March 2008
Contact name	Ann Whitfield
Telephone number	020 7426 3214
Name of offeree/offeror with which connected	Ideal Shopping Direct plc
Nature of connection (Note 6)	Nominated Adviser and Corporate Broker

Notes

The Notes on Form 38.5(a) can be viewed on the Takeover Panel's website at www.thetakeoverpanel.org.uk

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