

Company Landsbanki Securities UK
 TIDM EPT Disclosure
 Headline
 Released 08:38 27-Mar-08
 Number 8828Q



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 | 26 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) |
| 650 | 238.2p sterling | - |
| Total number of securities sold | Highest price received (Note 3) | Lowest price received (Note 3) |

(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) |
|------------------------|---------------------|-------------------------------|-------------------------|

(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) |
|--------------------------------|---|---|----------------|------------------------------------|-------------|---|
|--------------------------------|---|---|----------------|------------------------------------|-------------|---|

(ii) Exercising

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

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 | 27 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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