

Regulatory Announcement

26 Mar 08

Company	Ideal Shopping Direct PLC
TIDM	IDS
Headline	Issue of Equity
Released	11:07 26-Mar-08
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Ideal Shopping Direct Plc ('the Company')

26 March 2008

Issue of Equity and Total Voting Rights

The Company has issued 1,000 ordinary shares following the exercise of options by employees of the Company at a price of 85p per share.

Application has been made for the new ordinary shares to be admitted to trading on AIM on or around 31 March 2008. The new ordinary shares will rank pari passu with the existing ordinary share capital of the Company and have been allotted and issued credited as fully paid.

Following the exercise of the options the revised number of issued ordinary shares of 3p each is 29,664,505.

Enquiries:

Ideal Shopping Direct PLC:
David Blake, Finance Director

Tel: 01733 316 207

Landsbanki Securities (UK) Limited:
Jeff Keating
Fred Walsh
Simon Robinson

Tel: 020 7426 9000

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