

Regulatory Announcement

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Company	Ideal Shopping Direct PLC
TIDM	IDS
Headline	Directors' Details
Released	13:12 13-May-09
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Ideal Shopping Direct PLC
13 May 2009

Ideal Shopping Direct Plc (the 'Company')

Notification of Additional Details in relation to its Directors

Pursuant to Rule 17 and Schedule 2 paragraph (g) of the AIM Rules for Companies, the Company notifies the following additional information in relation to its directors. Due to an oversight this information was omitted when the appointment of the relevant director was announced.

Mike Hancox (appointed 3 November 2008)

During the past five years, Mike Hancox was a director of the following companies, in addition to those disclosed on appointment:

CDMS Limited
Tony Rampton Trust Limited

Paul Wright (appointed 3 February 2009)

During the past five years, Paul Wright was a director of the following companies, in addition to those disclosed on appointment:

Create & Craft Limited
Ideal Home Mail Order Limited
Ideal World Home Shopping Limited
Wrightway Marketing Limited

Valerie Kaye (appointed 3 February 2009)

During the past five years, Valerie Kaye was a director of the following companies, in addition to those disclosed on appointment:

Create & Craft Limited
Ideal Home Mail Order Limited
Ideal World Home Shopping Limited
Wrightway Marketing Limited
Rydal Mount Flat Management Company Limited

Ian Jebson (appointed 1 March 2009)

During the past five years, Ian Jebson was a director of the following limited liability partnership:

Charles Tyrwhitt LLP

Ian Jebson was a director of the following companies at the date that they were placed into administration:

UKS Group Limited and its UK subsidiaries (manufacture and sourcing of safety workwear), a privately owned group. Having successfully restructured a consumer products business, Mr Jebson was brought in to help raise additional funding. Within eight weeks of joining in 2002, it became apparent to Mr Jebson that the group had overstated its past trading performance and as a

result the group's business plan was revised. The group's banks declined to provide the additional funding required in 2003 to support the new plan.

Techniche Group Limited and its UK subsidiaries (supplier of high value engineering products to the aerospace, power generation and defence sectors). Mr Jebson was a shareholder and director of this privately owned group between 1995 and 1998. Following cancellation of key contracts amounting to 40% of future orders and against a background of sector decline, the group failed to obtain additional funding.

For further information please contact:

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