

## Regulatory Announcement

Go to market news section

Company Ideal Shopping Direct PLC  
 TIDM IDS  
 Headline Holding(s) in Company  
 Released 12:52 12-Feb-09  
 Number 2309N12



RNS Number : 2309N  
 Ideal Shopping Direct PLC  
 12 February 2009

For filings with the FSA include the annex  
 For filings with issuer exclude the annex

### TR-1: Notifications of Major Interests in Shares

<b>1. Identity of the issuer or the underlying issuer of existing shares to which voting rights are attached:</b>	IDEAL SHOPPING DIRECT
---	-----------------------

<b>2. Reason for notification (yes/no)</b>	
An acquisition or disposal of voting rights	X
An acquisition or disposal of financial instruments which may result in the acquisition of shares already issued to which voting rights are attached	
An event changing the breakdown of voting rights	
Other (please specify): _____	

<b>3. Full name of person(s) subject to notification obligation:</b>	AXA S.A., 25 Avenue Matignon, 75008 Paris and its group of companies
<b>4. Full name of shareholder(s) (if different from 3):</b>	
<b>5. Date of transaction (and date on which the threshold is crossed or reached if different):</b>	04/02/2009
<b>6. Date on which issuer notified:</b>	05/02/2009
<b>7. Threshold(s) that is/are crossed or reached:</b>	5%

### 8: Notified Details

#### A: Voting rights attached to shares

Class/type of shares If possible use ISIN code	Situation previous to the triggering transaction		Resulting situation after the triggering transaction				
	Number of shares	Number of voting rights	Number of shares Direct	Number of voting rights		Percentage of voting rights	
				Direct	Indirect	Direct	Indirect
0120210	1,530,688	1,530,688	7,500	7,500	0	0.03	0.00

<b>B: Financial Instruments</b>				
Resulting situation after the triggering transaction				
Type of financial instrument	Expiration date	Exercise/ conversion period/date	No. of voting rights that may be acquired (if the instrument exercised/converted)	Percentage of voting rights

<b>Total (A+B)</b>	
Number of voting rights	Percentage of voting rights
7,500	0.03%

<b>9. Chain of controlled undertakings through which the voting rights and /or the financial instruments are effectively held, if applicable:</b>		
Name of the Company / Fund	Number of Shares	% of issued share capital
AXA IM UK	7,500.00	0.02528
Direct		
Total Direct	7,500	0.02528
Total Indirect	0	0.00000
TOTAL	7,500	0.02528

<b>Proxy Voting:</b>	
<b>10. Name of proxy holder:</b>	
<b>11. Number of voting rights proxy holder will cease to hold:</b>	
<b>12. Date on which proxy holder will cease to hold voting rights:</b>	

<b>13. Additional information:</b>	
<b>14 Contact name:</b>	Kyere Tabiri
<b>15. Contact telephone number:</b>	020 7003 1510

*For notes on how to complete form TR-1 please see the FSA website.*

This information is provided by RNS  
The company news service from the London Stock Exchange