

## Regulatory Announcement

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**Company** Ideal Shopping Direct PLC  
**TIDM** IDS  
**Headline** Holding(s) in Company  
**Released** 15:36 12-Feb-09  
**Number** 2310N15



RNS Number : 2310N  
 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 PLC ORD 3P
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<b>2. Reason for notification (yes/no)</b>	
An acquisition or disposal of voting rights	YES
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>	ARTEMIS INVESTMENT MANAGEMENT LTD
<b>4. Full name of shareholder(s) (if different from 3):</b>	ARTEMIS UK GROWTH INSTITUTIONAL UK GROWTH
<b>5. Date of transaction (and date on which the threshold is crossed or reached if different):</b>	4TH FEBRUARY 2009
<b>6. Date on which issuer notified:</b>	6TH FEBRUARY 2009
<b>7. Threshold(s) that is/are crossed or reached:</b>	11%

### 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	Number of voting rights		Percentage of voting rights	
				Direct	Indirect	Direct	Indirect
GB0001202109	2,500,000	2,500,000	3,500,000	3,500,000		11.80%	

#### B: Financial Instruments

##### 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>	
<b>Number of voting rights</b>	<b>Percentage of voting rights</b>
3,500,000	11.80%

9. Chain of controlled undertakings through which the voting rights and /or the financial instruments are effectively held, if applicable:

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

13. Additional information:	
14 Contact name:	ALISTAIR FLEMING
15. Contact telephone number:	0131 718 0411

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

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