

Regulatory Story

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 Ideal Shopping Direct PLC
 23 June 2009

Ideal Shopping Direct Plc ("Ideal Shopping Direct" or the "Company")

Non-Executive Board Appointment

Ideal Shopping Direct, a leading operator of TV and internet shopping channels, is pleased to announce the appointment of Graham Cole as an independent non-executive director to the plc Board with effect from 1 July 2009.

Graham a qualified accountant (FCA) aged 62 brings to the role many years of experience of corporate governance and management. He specialises in advising growth companies and has been involved in over 60 public flotations in the UK and Europe.

In 1995, Graham joined Beeson Gregory (now Evolution), a European investment bank, as a Director where he was involved with capital raising and growth strategies for a wide variety of domestic and European companies and has continued to advise public and private companies. He was a member of Beeson Gregory's operating board and a member of the Group's Executive Committee, responsible for day to day management.

Graham was also a co-founder and member of the executive committee of CISCO (City Group for Smaller Companies), now QCA (Quoted Companies Alliance), which was set up to promote the interest and visibility of quoted companies with a market capitalisation of less than c.£1 billion. He was Chairman of

the subcommittee on corporate governance and author of the original CISCO guidance on the implementation of the Cadbury rules, which subsequently received Stock Exchange and institutional endorsement.

Commenting on Graham's appointment, Paul Wright, Chairman said:

"We are delighted that Graham is joining the Board of Ideal Shopping Direct. With such a distinguished career in business, his advice will be invaluable in helping the Company to fulfill its potential in the coming months and years."

He becomes the third non-executive on the Ideal Shopping Direct Board, joining Chairman Paul Wright and non-executive director Val Kaye.

Save as disclosed below, there is nothing further to disclose in relation to the appointment of Graham Cole under Schedule Two, paragraph (g) of the AIM rules.

Graham Cole has held the following directorships during the last five years:

Current Directorships

Ashton Penney Holdings Plc
Ashton Penney Partnership Limited
AshtonPenney Limited
Recruitment Investment Group Limited
RIG Franchising Limited
Stagecoach Theatre Arts Public Limited Company
Thalassa Holdings Plc
Vantis Plc

Past Directorships

Aproxis Plc
Lawnpaper Limited
Meldex International Plc
NBCC plc
Pharmasmart Limited
Resources In Insurance Group plc
Vantis Corporate Finance Limited
Vantis Numerica Corporate Finance Limited

Graham Cole was a director of Ashton Penney Partnership Limited when it was declared insolvent in May 2009.

For further information please contact:

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Notes to editors:

Ideal Shopping Direct is one of the UK's leading TV home shopping retailers. It operates four TV channel brands: 'Ideal World', its core channel, is on the rapidly expanding Freeview platform, as well as on Sky, Virgin and Freesat. 'Ideal World', 'Ideal World 2', 'Ideal World 3' and 'Create and Craft' are all broadcast on Sky.

'Ideal World' offers a broad selection of general merchandise with six product categories: Fashion, Leisure and Craft along with Home, Health & Beauty and Jewellery. 'Ideal World 2' and 'Ideal World 3' repeat selected shows of 'Ideal World' and 'Create and Craft' is a niche channel offering a wide range of craft products.

Ideal also operates two transactional websites: idealworld.tv and createandcraft.com which offer a live stream of the TV content and a wide range of its products. Its corporate website is www.idealshoppingdirect.tv.

This information is provided by RNS
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