

Regulatory Announcement

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Company	Ideal Shopping Direct PLC
TIDM	IDS
Headline	Director/PDMR Shareholding
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 Ideal Shopping Direct PLC
 28 April 2009

Ideal Shopping Direct Plc ("the Company")

Director's Dealing

The Company has received notification that Mrs Joanne Hancox (wife of Mike Hancox, a director of the Company), purchased a total of 17,000 ordinary shares of 3 pence each in the Company on 28 April 2009 at a price of 59.85p per ordinary share.

The beneficial holding of Mr and Mrs Hancox following this transaction is 45,500 ordinary shares of 3 pence each representing approximately 0.15% of the Company's issued share capital.

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