

## Regulatory Announcement

[Go to market news section](#)



**Company** Ideal Shopping Direct PLC  
**TIDM** IDS  
**Headline** Holding(s) in Company  
**Released** 17:03 17-Feb-09  
**Number** 4749N17



RNS Number : 4749N  
Ideal Shopping Direct PLC  
17 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
<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	NO
An event changing the breakdown of voting rights	NO
Other (please specify): _____	NO
<b>3. Full name of person(s) subject to notification obligation:</b>	LADKINS TRADING LTD
<b>4. Full name of shareholder(s) (if different from 3):</b>	PREM NATH ANAND
<b>5. Date of transaction (and date on which the threshold is crossed or reached if different):</b>	09.02.2009
<b>6. Date on which issuer notified:</b>	11.02.2009
<b>7. Threshold(s) that is/are crossed or reached:</b>	3% reached

### 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	800'000	800'000	1'270'000	1'270'000		4.28	

## 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

### Total (A+B)

Number of voting rights	Percentage of voting rights
1'270'000	4.28%

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

### Proxy Voting:

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:	
15. Contact telephone number:	

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

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