

Regulatory Announcement

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Company	Ideal Shopping Direct PLC
TIDM	IDS
Headline	Director Shareholding
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Ideal Shopping Direct PLC
19 May 2009

Ideal Shopping Direct Plc ("the Company")

Director Shareholding

The Company has received notification that Mr Ian Jebson, Finance Director of the Company has today purchased a total of 5,000 ordinary shares of 3 pence each in the Company at a price of 101.49p per ordinary share.

The beneficial holding of Ian Jebson following this transaction is 5,000 ordinary shares of 3 pence each which represents approximately 0.017 % of the Company's issued share capital.

Enquiries:

Ideal Shopping Direct Plc
Mike Hancox, Chief Executive
Paul Wright, Chairman
Tel: 08700 777 002

Fairfax I.S. PLC
Adam Hart / Laura Littley
Tel: 020 7460 4387

Buchanan Communications
Richard Darby / Miranda Higham
Tel: 020 7466 5000

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