

## Regulatory Announcement

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**Company** [Ideal Shopping Direct PLC](#)  
**TIDM** IDS  
**Headline** Grant of Share Options  
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 Ideal Shopping Direct PLC  
 01 May 2009

**For Immediate Release**

**1 May 2009**

### Ideal Shopping Direct PLC (the 'Company')

#### Grant of Share Options

Ideal Shopping Direct Plc announces that on 1 May 2009, Ian Jebson, Finance Director of the Company was granted options over ordinary shares of 3p each in the Company under the Unapproved Share Option Scheme 2000, as detailed below.

Tranche	Number of shares	Exercise price	Exercise period
1	166,666	34p	2 years from date of announcement of Company's results for 2009
2	166,667	34p	2 years from date of announcement of Company's results for 2010
3	166,667	34p	2 years from date of announcement of Company's results for 2011

The above options vest subject to specific performance conditions. Following this grant of options Mr Jebson has a total of 500,000 options over ordinary shares of 3p each in the Company under the Unapproved Share Option Scheme 2000.

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