

Regulatory Announcement

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Company [Ideal Shopping Direct PLC](#)
TIDM IDS
Headline Director/PDMR
Shareholding
Released 13:35 17-Apr-09
Number 7636Q13



RNS Number : 7636Q
Ideal Shopping Direct PLC
17 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 18,500 ordinary shares of 3 pence each in the Company on 16 April 2009. 10,000 shares were purchased at a price of 42p per ordinary share and 8,500 shares were purchased at a price of 47.75p per ordinary share.

The beneficial holding of Mrs Hancox following this transaction is 18,500 ordinary shares of 3 pence each representing approximately 0.06% of the Company's issued share capital. Mr and

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