

12 February 2010

**Ideal Shopping Direct Plc
(the 'Company')**

New Freeview airtime for Ideal Shopping Direct Plc

Ideal Shopping Direct Plc a leading operator of TV and internet shopping channels, announces that it will launch an additional channel on Freeview. This will commence on 3 March 2010 for an initial period of four months and is a significant opportunity for the Company to access the Freeview audience and develop its strategy of growing niche product categories such as Craft and Gardening.

Mike Hancox, Chief Executive Officer, said:

“The opportunity to assess our customers’ acceptance of further airtime is extremely well timed given our recent acquisition of Lead The Good Life and following the launch of our Create and Craft Channel on Freeview last year.”

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Notes to editors:

Ideal Shopping Direct is one of the UK's leading home shopping retailers, selling via its TV channels and the internet. Its main channel, Ideal World, is broadcast on the rapidly expanding Freeview platform as well as on Sky, Virgin Media and Freesat. It has three other channels on Sky, 'Ideal World 2', 'Ideal World 3' and 'Create and Craft', which is also broadcast on the Freeview platform and Freesat.

'Ideal World' offers a broad selection of general merchandise with six product categories, led by Home, Leisure and Craft along with Fashion, Health & Beauty and Jewellery. 'Ideal World 2 and 3' repeat selected shows of Ideal World and 'Create and Craft' is a niche channel selling craft products.

Ideal's transactional websites www.idealworld.tv and www.createandcraft.tv carry a live web stream of the TV broadcasts and offer a wide selection of products sold on TV as well as web-only deals.

For more information see www.idealshoppingdirect.co.uk