

14 May 2010

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

Annual Report and Accounts

Ideal Shopping Direct Plc announces that it has posted to shareholders its Annual Report and Accounts for the period ended 3 January 2010, incorporating the Notice of the Annual General Meeting, to be held on 15 June 2010.

The document will also be available on the Company's website at www.idealshoppingdirect.co.uk shortly.

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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 Extra', 'Ideal & More' and 'Create and Craft'. 'Ideal Extra' and 'Create and Craft' are also on Freeview.

'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 Extra' focuses on Gardening and related outdoor product, Home and Leisure including selected Ideal World repeats. 'Ideal & More' repeats selected shows of Ideal World. '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. www.gardenbargains.com offers a range of gardening products.

For more information see www.idealshoppingdirect.co.uk