

Ideal Shopping Direct Plc ('the Company')

Director Shareholding

The Company has received notification today that Graham Cole, Non-Executive Director of the Company purchased a total of 13,000 ordinary shares of 3 pence each in the Company at a price of 150p per ordinary share on 26 March 2010.

The total beneficial holding of Graham Cole following this transaction is 13,000 ordinary shares of 3 pence each which represents approximately 0.039% of the Company's issued share capital.

Enquiries:

Ideal Shopping Direct Plc
Paul Wright, Chairman
Mike Hancox, Chief Executive
Tel: 01733 316203

Fairfax I.S. PLC
Ewan Leggat / Laura Littley
Tel: 020 7598 5368

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