

## Regulatory Story

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**Company** [Ideal Shopping Direct PLC](#)  
**TIDM** IDS  
**Headline** Director/PDMR Shareholding  
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Ideal Shopping Direct PLC  
17 June 2010

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

#### **Director Shareholding**

The Company has received notification that Mike Hancox, Chief Executive Officer of the Company, has today transferred 525,000 ordinary shares of 3 pence each in the Company to his wife, Joanne Hancox, for nil consideration.

The total beneficial holding of Mr Hancox following this transaction is unchanged, being 570,500 ordinary shares of 3 pence each in the Company, which represents approximately 1.69% of the Company's issued share capital.

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