

15 September 2010

Ideal Shopping Direct plc

Dividend Timetable

Further to the declaration of a dividend by the Board today, Ideal Shopping Direct plc (the "Company") announces the timetable for the payment of the interim dividend of 1.50p per ordinary share.

Shareholders should note the following relevant dates:

Ex-Dividend Date - 22 September 2010

Record Date - 24 September 2010

Payment Date – 29 October 2010

For further information contact:

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