

Regulatory Story

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Company Ideal Shopping Direct PLC
TIDM IDS
Headline Holding(s) in Company
Released 11:23 21-Jan-2010
Number 9179F11



RNS Number : 9179F
 Ideal Shopping Direct PLC
 21 January 2010

TR-1: NOTIFICATION OF MAJOR INTEREST IN SHARES

1. Identity of the issuer or the underlying issuer of existing shares to which voting rights are attached:	Ideal Shopping Direct Plc
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2 Reason for the notification (please tick the appropriate box or boxes):	
An acquisition or disposal of voting rights	
An acquisition or disposal of qualifying financial instruments which may result in the acquisition of shares already issued to which voting rights are attached	
An acquisition or disposal of instruments with similar economic effect to qualifying financial instruments	
An event changing the breakdown of voting rights	
Other (please specify): Due to change of the Share Capital following issuance of new shares in connection with the acquisition of Lead The Good Life Ltd.	X

3. Full name of person(s) subject to the notification obligation:	FIL Limited
4. Full name of shareholder(s) (if different from 3.):	See attached schedule
5. Date of the transaction and date on which the threshold is crossed or reached:	19 January 2010
6. Date on which issuer notified:	20 January 2010
7. Threshold(s) that is/are crossed or reached:	13%

8. Notified details:					
A: Voting rights attached to shares					
Class/type of shares if possible using the ISIN CODE	Situation previous to the triggering transaction		Resulting situation after the triggering transaction		
	Number of Shares	Number of Voting	Number of shares	Number of voting rights	% of voting rights

		Rights	Direct	Direct	Indirect	Direct	Indirect
GB0001202109	4,121,113	4,121,113	4,121,113		4,121,113		12.24

B: Qualifying Financial Instruments				
Resulting situation after the triggering transaction				
Type of financial instrument	Expiration date	Exercise/ Conversion Period	Number of voting rights that may be acquired if the instrument is exercised/ converted.	% of voting rights

C: Financial Instruments with similar economic effect to Qualifying Financial Instruments						
Resulting situation after the triggering transaction						
Type of financial instrument	Exercise price	Expiration date	Exercise/ Conversion period	Number of voting rights instrument refers to	% of voting rights	
					Nominal	Delta

Total (A+B+C)	
Number of voting rights	Percentage of voting rights
4,121,113	12.24%

9. Chain of controlled undertakings through which the voting rights and/or the financial instruments are effectively held, if applicable:
See attached schedule

Proxy Voting:	
10. Name of the proxy holder:	FIL Limited
11. Number of voting rights proxy holder will cease to hold:	N/A
12. Date on which proxy holder will cease to hold voting rights:	N/A

13. Additional information:	Due to change of Share Capital following issuance of new shares in connection with the acquisition of Lead The Good Life Ltd.
14. Contact name:	Evangelos Karatzas
15. Contact telephone number:	fil-regreporting@fil.com

FIL

Issuer name:	IDEAL SHOPPING DIRECT
Current ownership percentage:	12.24%

Total shares held:	4,121,113
Issued share capital:	33,656,467

SHARES HELD	NOMINEE	MANAGEMENT COMPANY
413,350	BROWN BROS HARRIMN LTD LUX	FIL
353,146	JP MORGAN, BOURNEMOUTH	FII
3,354,617	JP MORGAN, BOURNEMOUTH	FISL

FIL Limited (FIL) is the parent holding company for various direct and indirect subsidiaries, including FIL Fund Management Limited (FFML), FIL Gestion (FIGEST), FIL Asset Management (Korea) Limited (FIAKL), FIL Investments Management (Hong Kong) Limited (FIMHK), FIL Pension Management (FPM), Fidelity Investments Japan (FIJ), Investment managers for various non-US investment companies and institutional clients.

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