

Regulatory Story

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Company Ideal Shopping Direct PLC
TIDM IDS
Headline Holding(s) in Company
Released 15:26 27-Jul-2009
Number 3452W15



RNS Number : 3452W
 Ideal Shopping Direct PLC
 27 July 2009

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 |
|---|---------------------------|

| | |
|---|-----|
| 2 Reason for the notification (please tick the appropriate box or boxes): | |
| An acquisition or disposal of voting rights | Yes |
| 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): | |

| | |
|--|--|
| 3. Full name of person(s) subject to the notification obligation: | Artemis Investment Management Limited |
| 4. Full name of shareholder(s) (if different from 3.): | Artemis UK Growth Artemis Alpha Trust |
| 5. Date of the transaction and date on which the threshold is crossed or reached: | 21 July 2009 |
| 6. Date on which issuer notified: | 22 July 2009 (Note: TR1 not received by Ideal Shopping Direct plc until 27 July 2009) |
| 7. Threshold(s) that is/are crossed or reached: | 10% |

| 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 Rights | Number of shares | | Number of voting rights | | % of voting rights |
| | | | Direct | Indirect | Direct | Indirect | |
| GB0001202109 | 3,394,000 | 3,394,000 | 2,794,000 | | 2,794,000 | | 9.42% |

| 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 |
| 2,794,000 | 9.42% |

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

| | |
|---|---------------|
| Proxy Voting: | |
| 10. Name of the proxy holder: | |
| 11. Number of voting rights proxy holder will cease to hold: | |
| 12. Date on which proxy holder will cease to hold voting rights: | |
| 13. Additional information: | |
| 14. Contact name: | Karen Paine |
| 15. Contact telephone number: | 0131 718 0414 |

This information is provided by RNS
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