

Regulatory Story

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**Company** Ideal Shopping Direct PLC  
**TIDM** IDS  
**Headline** Holding(s) in Company  
**Released** 18:23 20-Jan-2010  
**Number** 8888F18



RNS Number : 8888F  
 Ideal Shopping Direct PLC  
 20 January 2010

TR-1: NOTIFICATION OF MAJOR INTEREST IN SHARES <sup>i</sup>		
<b>1. Identity of the issuer or the underlying issuer of existing shares to which voting rights are attached:</b> <sup>ii</sup>		Ideal Shopping Direct plc
<b>2 Reason for the notification</b> (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):	CHANGE TO THE NUMBER OF VOTING RIGHTS IN ISSUE	X
<b>3. Full name of person(s) subject to the notification obligation:</b> <sup>iii</sup>		Aviva plc & its subsidiaries
<b>4. Full name of shareholder(s)</b> (if different from 3.): <sup>iv</sup>		Registered Holder: BNY Norwich Union Nominees Limited <b>117,878*</b> Chase (GA Group) Nominees Limited <b>763,871*</b> Chase Nominees Limited <b>41,287*</b> CUIM Nominee Limited <b>8,207*</b> *denotes direct interest
<b>5. Date of the transaction and date on which the threshold is crossed or reached:</b> <sup>v</sup>		19 January 2010
<b>6. Date on which issuer notified:</b>		20 January 2010
<b>7. Threshold(s) that is/are crossed or reached:</b> <sup>vi, vii</sup>		3% to <3% Change at Direct Interest Level

8. Notified details:		
A: Voting rights attached to shares <sup>viii, ix</sup>		
Class/type of shares	Situation previous to the triggering	Resulting situation after the triggering transaction

if possible using the ISIN CODE	transaction		Number of shares	Number of voting rights		% of voting rights <sup>x</sup>	
	Number of Shares	Number of Voting Rights		Direct	Direct <sup>xi</sup>	Indirect <sup>xii</sup>	Direct
Ordinary Shares GB0001202109	916,813	916,813	931,243	931,243	Not Disclosable	2.77%	Not Disclosable

**B: Qualifying Financial Instruments**

**Resulting situation after the triggering transaction**

Type of financial instrument	Expiration date <sup>xiii</sup>	Exercise/ Conversion Period <sup>xiv</sup>	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 <sup>xv, xvi</sup>**

**Resulting situation after the triggering transaction**

Type of financial instrument	Exercise price	Expiration date <sup>xvii</sup>	Exercise/ Conversion period <sup>xviii</sup>	Number of voting rights instrument refers to	% of voting rights <sup>xix, xx</sup>	
					Nominal	Delta

**Total (A+B+C)**

Number of voting rights	Percentage of voting rights
931,243	2.77%

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

The voting rights are managed and controlled by Aviva Investors Global Services Limited, with the following chain of controlled undertakings:-

**Aviva Investors Global Services Limited:**

- Aviva plc (Parent Company)
- Aviva Group Holdings Limited (wholly owned subsidiary of Aviva plc)
- Aviva Investors Holdings Limited (wholly owned subsidiary of Aviva Group Holdings Limited)
- Aviva Investors Global Services Limited (wholly owned subsidiary of Aviva Investors Holdings Limited)

**Proxy Voting:**

<b>10. Name of the proxy holder:</b>	See Section 4
<b>11. Number of voting rights proxy holder will cease to hold:</b>	
<b>12. Date on which proxy holder will cease to hold voting rights:</b>	
<b>13. Additional information:</b>	Figures are based on a revised total number of voting rights of 33,656,467.
<b>14. Contact name:</b>	Neil Whittaker
<b>15. Contact telephone number:</b>	01603 684420

This information is provided by RNS  
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