

Regulatory Story

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Company [Ideal Shopping Direct PLC](#)
TIDM IDS
Headline Holding(s) in Company
Released 18:24 20-Jan-2010
Number 8889F18



RNS Number : 8889F
 Ideal Shopping Direct PLC
 20 January 2010

TR-1: NOTIFICATION OF MAJOR INTEREST IN SHARES ⁱ	
1. Identity of the issuer or the underlying issuer of existing shares to which voting rights are attached: ⁱⁱ	Ideal Shopping Direct plc Sedol 01202109
2 Reason for the notification (please tick the appropriate box or boxes):	
An acquisition or disposal of voting rights	<input type="checkbox"/>
An acquisition or disposal of qualifying financial instruments which may result in the acquisition of shares already issued to which voting rights are attached	<input type="checkbox"/>
An acquisition or disposal of instruments with similar economic effect to qualifying financial instruments	<input type="checkbox"/>
An event changing the breakdown of voting rights	<input type="checkbox"/>
Other (please specify):	CHANGE TO THE NUMBER OF VOTING RIGHTS IN ISSUE <input checked="" type="checkbox"/>
3. Full name of person(s) subject to the notification obligation: ⁱⁱⁱ	Majedie Asset Management Limited
4. Full name of shareholder(s) (if different from 3.): ^{iv}	
5. Date of the transaction and date on which the threshold is crossed or reached: ^v	18 January 2010
6. Date on which issuer notified:	19 January 2010
7. Threshold(s) that is/are crossed or reached: ^{vi, vii}	Below 5%

8. Notified details:						
A: Voting rights attached to shares ^{viii, ix}						
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		% of voting rights ^x	
			Direct	Indirect ^{xii}	Direct	Indirect
Ordinary Shares GB0001202109	1,672,951	1,672,951			1,672,951	4.97%
B: Qualifying Financial Instruments						
Resulting situation after the triggering transaction						
Type of financial	Expiration	Exercise/	Number of voting		% of voting	

instrument	date ^{xiii}	Conversion Period ^{xiv}	rights that may be acquired if the instrument is exercised/ converted.	rights

C: Financial Instruments with similar economic effect to Qualifying Financial Instruments ^{xv, xvi}						
Resulting situation after the triggering transaction						
Type of financial instrument	Exercise price	Expiration date ^{xvii}	Exercise/ Conversion period ^{xviii}	Number of voting rights instrument refers to	% of voting rights ^{xix, xx}	
					Nominal	Delta

Total (A+B+C)	
Number of voting rights	Percentage of voting rights
1,672,951	4.97%

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

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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:	Magedie Asset Management Ltd is a discretionary Fund Manager. It invests funds on behalf of its clients on a segregated basis as well as through its pooled vehicle Majedie Fund Company.
14. Contact name:	Sundip Shihn Singh
15. Contact telephone number:	0207 6183917

This information is provided by RNS
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