



Ideal Shopping Direct PLC - Ideal Shopping Direct - Director's Dealings

RNS Number:4454D
Ideal Shopping Direct PLC
06 September 2007

Ideal Shopping Direct Plc ('the Company')

6 September 2007

Director's Dealing

The Company announces that it has received notification that Mr. Andrew Fryatt, Chief Executive Officer, has today purchased 15,000 ordinary shares in the Company at a price of 200.5p per ordinary share. Mr Fryatt's holding following this transaction is 43,120 ordinary shares representing approximately 0.15% of the Company's ordinary issued share capital.

Enquiries:

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