



Ideal Shopping Direct PLC - Ideal Shopping Direct - Director/PDMR Shareholding

RNS Number:7646J
Ideal Shopping Direct PLC
12 December 2007

Ideal Shopping Direct Plc (the 'Company')

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Director's Dealing

The Company announces that it has received notification that Mr. Andrew Fryatt, Chief Executive Officer, has today purchased 13,100 ordinary shares in the Company at a price of 195.0p per ordinary share. Mr Fryatt's holding following this transaction is 56,220 ordinary shares representing approximately 0.19% of the Company's ordinary issued share capital.

Enquiries:

Ideal Shopping Direct Plc
Tel: 08700 780703
David Blake, Finance Director

Landsbanki Securities (UK) Limited
Tel: 020 7426 9000
Fred Walsh