

Ideal Shopping Direct PLC - Ideal Shopping Direct - Notifiable Interest

RNS Number: 9856J
 Ideal Shopping Direct PLC
 14 December 2007

Ideal Shopping Direct PLC ('the Company')

Notifiable Interest

A form TR-1 containing the following information has been received by the Company.

TR-1 notification of major interests 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: An acquisition or disposal of voting rights

3. Full name of person(s) subject to the notification obligation:

Artemis Investment Management Ltd

4. Full name of shareholder(s) (if different from 3):

- Artemis UK Growth
- Barclays UK Smaller Companies
- Institutional UK Growth

5. Date of the transaction (and date on which the threshold is crossed or reached if different):

11 December 2007

6. Date on which issuer notified: 12 December 2007

7. Threshold(s) that is/are crossed or reached: 11%

8. Notified details:

A: Voting rights attached to shares
 Class/type of Situation previous to Resulting situation after the triggering transaction
 shares Triggering transaction

Notification required under DTR transitional provision 7 if possible using ISIN CODE	No. of shares	No. of voting rights	No. of shares		No. of voting rights		% of voting rights		
			Direct	Indirect	Direct	Indirect	Direct	Indirect	
GB0001202109	3,383,000	3,383,000	3,159,500		3,159,500		N/A	10.65	N/A

B: Financial Instruments
 Resulting situation after the triggering transaction

Type of financial instrument	Expiration date	Exercise/ Conversion Period/Date	Number of voting rights that may be acquired if the instrument is exercised/ converted	% of voting rights
N/A	N/A	N/A	N/A	N/A
Total (A+B) Number of voting rights			% of voting rights	
3,159,500			10.65	

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

N/A

10. Name of the Proxy holder:

N/A

11. Number of voting rights proxy holder will cease to hold:

N/A

12. Date on which proxy holder will cease to hold voting rights:

N/A

13. Additional information:

N/A

14. Contact name:

N/A

15. Contact telephone number:

N/A