

Regulatory Story

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Company [Ideal Shopping Direct PLC](#)
TIDM IDS
Headline Holding(s) in Company - Replacement
Released 16:38 05-Aug-2009
Number 9533W16



RNS Number : 9533W
 Ideal Shopping Direct PLC
 05 August 2009

The following announcement replaces the Holding in Company announcement released today at 10.53 a.m. under RNS number 9127W, as the issuer has been advised by the shareholder concerned of amended details for all the information in boxes 7 and 8 below. All other details remain unchanged. The full revised shareholder notification is set out below.

TR-1: NOTIFICATION OF MAJOR INTEREST IN SHARES

1. Identity of the issuer or the underlying issuer of existing shares to which voting rights are attached:	Ideal Shopping Direct PLC
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2 Reason for the notification (please tick the appropriate box or boxes):	
An acquisition or disposal of voting rights	Yes
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	No
An event changing the breakdown of voting rights	No
Other (please specify):	No

3. Full name of person(s) subject to the notification obligation:	Ladkins Trading Ltd
4. Full name of shareholder(s) (if different from 3.):	Prem Nath Anand
5. Date of the transaction and date on which the threshold is crossed or reached:	21.07.2009
6. Date on which issuer notified:	04.08.2009
7. Threshold(s) that is/are crossed or reached:	7% exceeded

8. Notified details:		
A: Voting rights attached to shares		
Class/type of shares	Situation previous to the triggering transaction	Resulting situation after the triggering transaction

if possible using the ISIN CODE	Number of Shares	Number of Voting Rights	Number of shares		Number of voting rights		% of voting rights	
			Direct		Direct	Indirect	Direct	Indirect
GB0001202109	1,770,000	1,770,000	2,320,000		2,320,000		7.82%	

B: Qualifying Financial Instruments				
Resulting situation after the triggering transaction				
Type of financial instrument	Expiration date	Exercise/ Conversion Period	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						
Resulting situation after the triggering transaction						
Type of financial instrument	Exercise price	Expiration date	Exercise/ Conversion period	Number of voting rights instrument refers to	% of voting rights	
					Nominal	Delta

Total (A+B+C)	
Number of voting rights	Percentage of voting rights
2,320,000	7.82%

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

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:	
14. Contact name:	Dr Charles-Andre Junod
15. Contact telephone number:	+41 22 703 4 703

This information is provided by RNS
The company news service from the London Stock Exchange

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