

## Regulatory Story

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**Company** [Ideal Shopping Direct PLC](#)  
**TIDM** IDS  
**Headline** Holding in Company  
**Released** 10:45 17-Mar-2010  
**Number** 7238110



RNS Number : 7238I  
 Ideal Shopping Direct PLC  
 17 March 2010

TR-1: NOTIFICATION OF MAJOR INTEREST IN SHARES							
<b>1. Identity of the issuer or the underlying issuer of existing shares to which voting rights are attached:</b>			Ideal Shopping Direct plc				
<b>2 Reason for the notification</b> (please tick the appropriate box or boxes):							
An acquisition or disposal of voting rights			<input checked="" 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):			<input type="checkbox"/>				
<b>3. Full name of person(s) subject to the notification obligation:</b>			FIL Limited				
<b>4. Full name of shareholder(s)</b> (if different from 3.):			See attached schedule				
<b>5. Date of the transaction and date on which the threshold is crossed or reached:</b>			10 March 2010				
<b>6. Date on which issuer notified:</b>			17 March 2010				
<b>7. Threshold(s) that is/are crossed or reached:</b>			12%				
<b>8. Notified details:</b>							
<b>A: Voting rights attached to shares</b>							
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	Number of voting rights		% of voting rights	
			Direct	Direct	Indirect	Direct	Indirect

GB0001202109	4,041,113	4,041,113	4,016,113		4,016,113		11.93
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<b>B: Qualifying Financial Instruments</b>				
<b>Resulting situation after the triggering transaction</b>				
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

<b>C: Financial Instruments with similar economic effect to Qualifying Financial Instruments</b>						
<b>Resulting situation after the triggering transaction</b>						
Type of financial instrument	Exercise price	Expiration date	Exercise/ Conversion period	Number of voting rights instrument refers to	% of voting rights	
					Nominal	Delta

<b>Total (A+B+C)</b>	
Number of voting rights	Percentage of voting rights
4,016,113	11.93

<b>9. Chain of controlled undertakings through which the voting rights and/or the financial instruments are effectively held, if applicable:</b>
See attached schedule

<b>Proxy Voting:</b>	
<b>10. Name of the proxy holder:</b>	FIL Limited
<b>11. Number of voting rights proxy holder will cease to hold:</b>	25,000
<b>12. Date on which proxy holder will cease to hold voting rights:</b>	10 March 2010
<b>13. Additional information:</b>	None
<b>14. Contact name:</b>	Evangelos Karatzas
<b>15. Contact telephone number:</b>	<a href="mailto:Fil-regreporting@fil.com">Fil-regreporting@fil.com</a>

Schedule:

	SHARES HELD	NOMINEE	MANAGEMENT COMPANY
FIL Limited is the parent holding company for various direct and indirect subsidiaries, including FIL Fund Management Limited (FFML), FIL Investment Services Ltd (FISL), FIL Gestion (FIGEST), FIL Asset Management (Korea) Limited (FIAKL), FIL Investments Management (Hong Kong) Limited (FIMHK), FIL Pension Management (FPM), Fidelity Investments Japan (FIJ) and FIL Investments International (FII), investment managers for various non-US investment companies and institutional clients.	413,350 344,087 3,258,676	BROWN BROS HARRIMN LTD LUX JP MORGAN, BOURNEMOUTH JP MORGAN, BOURNEMOUTH	FIL FII FISL

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