

Regulatory Story

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Company Ideal Shopping Direct PLC
TIDM IDS
Headline Holding(s) in Company
Released 11:58 05-Oct-2009
Number 2319A11



RNS Number : 2319A
 Ideal Shopping Direct PLC
 05 October 2009

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 Sedol 0120210
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2 Reason for the notification (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):	

3. Full name of person(s) subject to the notification obligation:	Majedie Asset Management Limited
4. Full name of shareholder(s) (if different from 3.):	
5. Date of the transaction and date on which the threshold is crossed or reached:	28 September 2009
6. Date on which issuer notified:	30 September 2009
7. Threshold(s) that is/are crossed or reached:	Above 5%

8. Notified details:						
A: Voting rights attached to shares						
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		% of voting rights	
			Direct	Indirect	Direct	Indirect

GB0001202109	1,476,303	1,476,303			1,626,303		5.48%
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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
1,626,303	5.48%

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:	Majedie Asset Management Ltd is a discretionary Fund Manager. It invests funds on behalf of its clients on a segregated basis as well as through its pooled vehicle Majedie Asset Management Investment Fund Company.
14. Contact name:	Sundip Shihn Singh
15. Contact telephone number:	020 7318 3917

This information is provided by RNS
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