

Ideal Shopping Direct Plc (“the Company”)

31 July 2007

Total Voting Rights

In conformity with the Transparency Directive’s transitional provision 6, the Company notifies the market of the following: as at the date of this announcement, the Company’s issued share capital consists of 29,648,505 ordinary shares with a nominal value of 3 pence each (“Ordinary Shares”), with voting rights. The Company holds no shares in Treasury.

Therefore, the total number of Ordinary Shares with voting rights is 29,648,505.

The above figure of 29,648,505 Ordinary Shares may be used by shareholders in the Company as the denominator for the calculations by which they will determine if they are required to notify their interest in, or change in their interest in, the share capital of the Company under the FSA’s Disclosure and Transparency Rules.

The Company also notifies the market that its corporate website, www.idealshoppingdirect.tv complies with Rule 26 of the AIM Rules for Companies.

Enquiries:

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