

Regulatory Story

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Company [Ideal Shopping Direct PLC](#)
TIDM IDS
Headline Total Voting Rights
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 Ideal Shopping Direct PLC
 02 February 2010

Ideal Shopping Direct Plc ("Ideal Shopping" or the "Company")

Total Voting Rights

Ideal Shopping notifies that at 1 February 2010 the Company's issued share capital comprises 33,656,467 ordinary shares of 3p each. There are no ordinary shares held in Treasury. Therefore the total number of voting rights in Ideal Shopping Direct Plc is 33,656,467.

The above figure of 33,656,467 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 a change in their interest in, the share capital of the Company under the FSA's Disclosure and Transparency Rules.

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Notes to editors:

Ideal Shopping Direct is one of the UK's leading home shopping retailers, selling via its TV channels and the internet. Its main channel, Ideal World, is broadcast on the rapidly expanding Freeview platform as well as on Sky, Virgin Media and Freesat. It has three other channels on Sky, 'Ideal World 2', 'Ideal World 3' and 'Create and Craft', which is also broadcast on the Freeview platform and Freesat.

'Ideal World' offers a broad selection of general merchandise with six product categories, led by Home, Leisure and Craft along with Fashion, Health & Beauty and Jewellery. 'Ideal World 2 and 3' repeat selected shows of Ideal World and 'Create and Craft' is a niche channel selling craft products.

Ideal's transactional websites www.idealworld.tv and www.createandcraft.tv carry a live web stream of the TV broadcasts and offer a wide selection of products sold on TV as well as web-only deals.

For more information see www.idealshoppingdirect.co.uk

This information is provided by RNS
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