



## **Ideal Shopping Direct Plc**

### **Pre-Close Trading Update**

Ideal Shopping Direct, a leading operator of TV and internet shopping channels, is today providing a pre close update for the 52 weeks ended 30 December 2007.

Like for like sales for the 17 week period to 30 December 2007 were up 27.7%, taking the full year sales to £97.0 million, a like for like sales growth of 14.8%. Sales were driven by a combination of underlying productivity improvements and a strong promotional programme, with margins maintained year on year.

206,000 new customers were added in the second half, taking the total number of new customers for the full year to a record 380,000. This represents a 26% increase on the prior year.

2007 overheads include the step change increase in the cost of carriage on Freeview, as a result of securing the platform until 2018, and full year profits are expected to be broadly in line with market expectations, with year end cash balances in excess of £16 million.

Commenting, Andrew Fryatt, CEO said;

“We are pleased that, despite the more challenging market background, we have been able to demonstrate strong sales growth in the second half, and for the year as a whole, whilst managing our working capital tightly.

All retailers remain uncertain about market conditions for the year ahead, but we now have an excellent platform to drive the continuing growth of the business through 2008 and beyond, on a stable cost base.”

The preliminary results will be announced on 4 March 2008.