

Regulatory Story

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Company Ideal Shopping Direct PLC
TIDM IDS
Headline Notice of preliminary results
Released 07:00 21-Mar-2011
Number 2703D07



RNS Number : 2703D
Ideal Shopping Direct PLC
21 March 2011

For Immediate Release

21 March 2011

**Ideal Shopping Direct PLC
(The 'Group')**

Notice of preliminary results

Ideal Shopping Direct plc, a leading operator of TV and internet shopping channels, intends to announce its preliminary results for the 52 weeks ended 2 January 2011 on 14 April 2011 and update the market on the strategic review. Since the last trading update of 14 January 2011, the Group has traded in line with the Directors' expectations.

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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 Extra', 'Ideal & More' and 'Create & Craft'. 'Create & Craft' is also on Freeview and Freesat.

'Ideal World' offers a broad selection of general merchandise with three product categories; Home & Leisure, Craft and Personal Care. 'Ideal Extra' focuses on Gardening and related outdoor product, Home & Leisure including selected Ideal World repeats. 'Ideal & More' repeats selected shows of Ideal World. 'Create & 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. www.gardenbargains.com offers a range of gardening products. www.animalbargains.com offers a range of animal related products.

For more information see www.idealshoppingdirect.co.uk

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