

12th June 2006



Ideal Shopping Direct Plc

New Non-Executive Director

Ideal Shopping Direct plc today announces the appointment of Susan Ellis to its Board as a non-executive director with effect from 12th June 2006. Ms Ellis, 43, is Chairman of Weber Shandwick Square Mile, one of London's leading financial communications consultancies.

Jim Hodkinson, Chairman of Ideal Shopping Direct plc said, "I am delighted to welcome Susan to the Board as a non-executive director. She has a strong background in the business world and direct experience of building a highly successful business in the financial communications industry. She will bring some new skills and perspectives to our Boardroom and will make a significant contribution to guiding our continuing rapid development."

Apart from the directorship mentioned above, Ms Ellis is also a director and Chairman of Villa Colori Ltd. She holds no other directorships and there are no other matters requiring disclosure under paragraph (g) of Schedule 2 of the AIM rules.

For further information, please contact:

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Notes to Editors

1. The Board of Ideal Shopping Direct plc is chaired by Jim Hodkinson. Executive directors are Andrew Fryatt, Chief Executive and Mike Camp, Finance Director. Non-executive directors are Paul Wright, Deputy Chairman, Valerie Kaye and Terry Donovan.
2. Susan Ellis was a founder director of Square Mile Communications in 1988, and led the team that sold it to BSMG Worldwide in 2000. Following the merger of BSMG's parent True North with Interpublic in 2001, she became Chief Executive of Weber Shandwick Square Mile, the UK financial public relations arm of Weber Shandwick. She became Chairman in 2004.
3. Ideal Shopping Direct operates three shopping channels:
 - "Ideal World" on Sky, Freeview and NTL
 - "Create and Craft", which addresses the niche hobby & craft market, on Sky
 - "Ideal Vitality", which focuses on Health, Beauty & Fitness, on Sky

Each channel is supported by a transactional website.