Ideal Shopping Direct PLC - Directorate Change

RNS Number:7569Z
Ideal Shopping Direct PLC
06 July 2007

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Directorate change

Ideal Shopping Direct Plc ('the Company'), the UK's leading independent TV shopping company, has today announced the resignation of Mike Camp, Finance Director and Company Secretary, with effect from today.

He will be succeeded by David J Blake, who will join the Company on 23 July, 2007.

Mr Blake joins from Jefferson Wells International, where he was Director of Financial Operations. His previous experience includes Colt Telecom Group Plc, Centrica Plc, Cable & Wireless Plc, KPMG and PricewaterhouseCoopers.

Commenting on the appointment, Chairman Jim Hodkinson said: 'Mike has helped see Ideal through a period of substantial change, as we put in place the foundations for our future strategy. We would like to thank him for his contribution and wish him well for the future.

'I am delighted that David Blake has agreed to join us, and am confident that he will be a great asset to the business and help to move the Company on through its next phase of growth.'

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