

## Regulatory Story

[Go to market news section](#)



<b>Company</b>	Ideal Shopping Direct PLC
<b>TIDM</b>	IDS
<b>Headline</b>	Director/PDMR Shareholding
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Ideal Shopping Direct PLC  
17 July 2009

Ideal Shopping Direct Plc ("the Company")

### Director Shareholding

The Company received notification yesterday that Mike Hancox, Chief Executive Officer of the Company purchased a total of 25,000 ordinary shares of 3 pence each in the Company at a price of 76 p per ordinary share on 16 July 2009.

The beneficial holding of Mike Hancox following this transaction is 70,500 ordinary shares of 3 pence each which represents approximately 0.24% of the Company's issued share capital.

In addition, the Company received notification yesterday that Ian Jebson, Finance Director of the Company purchased a total of 12,500 ordinary shares of 3 pence each in the Company at a price of 78p per ordinary share on 16 July 2009.

The beneficial holding of Ian Jebson following this transaction is 22,500 ordinary shares of 3 pence each which represents approximately 0.08% of the Company's issued share capital.

Enquiries:

Ideal Shopping Direct Plc  
Mike Hancox, Chief Executive  
Paul Wright, Chairman

Tel: 08700 777 002

Fairfax I.S. PLC  
Adam Hart / Laura Littley  
Tel: 020 7598 5368

Buchanan Communications  
Richard Darby / Miranda Higham  
Tel: 020 7466 5000

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