

Press release

July 01 2009

HDNL WINS IDEAL SHOPPING DIRECT DELIVERY CONTRACT

Home shopping specialists Ideal Shopping Direct have awarded a major delivery contract to Home Delivery Network Limited (HDNL), the UK's largest home delivery and collection service.

Transporting well in excess of a million parcels a year, HDNL will provide a premium carrier service to Ideal Shopping Direct, offering an improved customer experience on their previous 3-5 day offering.

"We are delighted to be working in partnership with the new management team at Ideal Shopping Direct to deliver a significantly enhanced delivery service for their customers," said HDNL Chief Executive, Brian Gaunt.

"As one of the UK's largest TV home shopping channels, we wanted a single carrier that could offer a fast, efficient and bespoke service." said Peter Andalo, Head of Logistics for Ideal Shopping Direct.

"We worked with Home Delivery Network to develop a bespoke proposition and customer service offering which has improved customer experience significantly. Features such as parcel tracking and a commitment to IT development have put HDN ahead of competitors."

Launched in 2000, Ideal Shopping Direct is the third largest internet and TV

m/f.

Press release

shopping company in the UK. The company owns three TV home shopping channels including 'Ideal World', 'Create and Craft' and 'Ideal Vitality' specialising in craft and lifestyle products and is based in Peterborough.

Ideal Shopping Direct joins retailers such as Asos.com and River Island who also currently use HDNL as their primary carrier. HDNL recently launched an innovative SMS text service, which will enable the company to advise customers of delivery times.

Ends

Notes to Editors:

- Home Delivery Network Limited (HDNL) is the UK's largest home delivery and collection service.
- HDNL delivers to all 1,760,000 UK postcodes in 120 postal regions.
- HDNL operates 50 parcel depots covering the UK, four specialised operations sites which distribute heavy and large items throughout the UK, two national sort centres at Shaw in Oldham and Droitwich in Worcestershire, and has its head office located in Whiston, Merseyside.
- HDNL separated from Littlewoods Shop Direct Group in May 2008.