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Please complete in typescript, or in bold black capitals.

CHFP025

Appointment of director or secretary (NOT for resignation (use Form 288b) or change of particulars (use Form 288c))

Company Number 1534758

Company Name in full

IDEAL SHOPPING DIRECT PLC

Day Month Month Year Day Year Date of †Date of 1 0 216 014 appointment Birth Please mark the appropriate box. If appointment **Appointment** Appointment as director as secretary is as a director and secretary mark both boxes. form *Honours etc NAME *Style / Title MS Notes on completion appear on reverse. Forename(s) VALERIE Surname KAYE **Previous** Previous Forename(s) Surname(s) APARTMENT A, RYDAL MOUNT SANTERS LANE, Usual residential address POTTERS BAR Postcode Post town HERTFORDSHIRE EN6 2SP County / Region Country COMPANY DIRECTOR BRITISH †Nationality †Business occupation IDEAL WORLD HOME SHOPPING LIMITED †Other directorships (additional space overleaf) consent to act as ** sixeotox / secretary of the above named company Date

Consent signature

* Voluntary details. † Directors only.

**Please delete as appropriate

Please give the name, address,

telephone number and, if available,

a DX number and Exchange of the person Companies House should

contact if there is any query.

A director, secretary etc must sign the form below.

Signed

Date

288a

(** a director /saccetacz / administrator/subministrativex.receiver./ receivec.comagar / secrivec.

Hammond Suddards

7 Devonshire Square, Cutlers Gardens, London, EC2M 4YH

nkelly\docs\misc\0307.8.lfd

Tel (020) 7655 1000

DX number 136546

DX exchange

Vhen you have completed and signed the form please send it to the egistrar of Companies at:

companies House, Crown Way, Cardiff, CF14 3UZ DX 33050 Cardiff ir companies registered in England and Wales

Companies House, 37 Castle Terrace, Edinburgh, EH1 2EB for companies registered in Scotland DX 235 Edinburgh

Cc 14/07/00 COMPANIES HOUSE

Laserform International 12/99

	Company Number	1534758						,		
† Directors only.	†Other directorships	IDEAL	HOME	MAIL	ORDER LIM	IITED				
		IDEAL	НОМЕ	номе	SHOPPING	LIMIT	ED			
		P V MARKETING LIMITED								
		RYDAL	MOUNT	FLAT	MANAGEME	NT CO	MPANY	LIMITED	-	RESIGNED
		31 OCT	OBER	1997						

NOTES

Show the full forenames, NOT INITIALS. If the director or secretary is a corporation or Scottish firm, show the name on surname line and registered or principal office on the usual residential line.

Give previous forenames or surname(s) except:

- for a married woman, the name by which she was known before marriage need not be given.
- for names not used since the age of 18 or for at least 20 years

A peer or individual known by a title may state the title instead of or in addition to the forenames and surname and need not give the name by which that person was known before he or she adopted the title or succeeded to it.

Other directorships.

Give the name of every company incorporated in Great Britain of which the person concerned is a director or has been a director at any time in the past five years.

You may exclude a company which either is, or at all times during the past five years when the person concerned was a director, was

- dormant
- a parent company which wholly owned the company making the return, or
- another wholly owned subsidiary of the same parent company.