



Zethembe Khoza, Telkom's Managing Executive of Consumer Sales, Customer Services and Call Centres (right) congratulates Mark Pamensky, Chief Operating Officer of Blue Label Telecoms (left).

WINNING STREAK CONTINUES FOR THE PREPAID COMPANY

The Prepaid Company, a subsidiary of Blue Label Telecoms, has continued its winning streak with the announcement that it is Telkom's Best Prepaid Channel Partner for the sixth consecutive year. It won the accolade for the first time in 2004.

At the beginning of October this year, the company received Vodacom's Best Prepaid Channel Award for the fourth consecutive year.

Zethembe Khoza, Telkom's Managing Executive of Consumer Sales, Customer Service and Call Centres, says that The Prepaid Company is in a league of its own.

"As our largest prepaid distributor, they meet the needs of our many customers and consumers in the formal and informal sectors of the economy. As such, they are responsible for the distribution of physical and virtual vouchers for our entire range of prepaid products and services, including Phonocard, PrepaidFone and WorldCall."

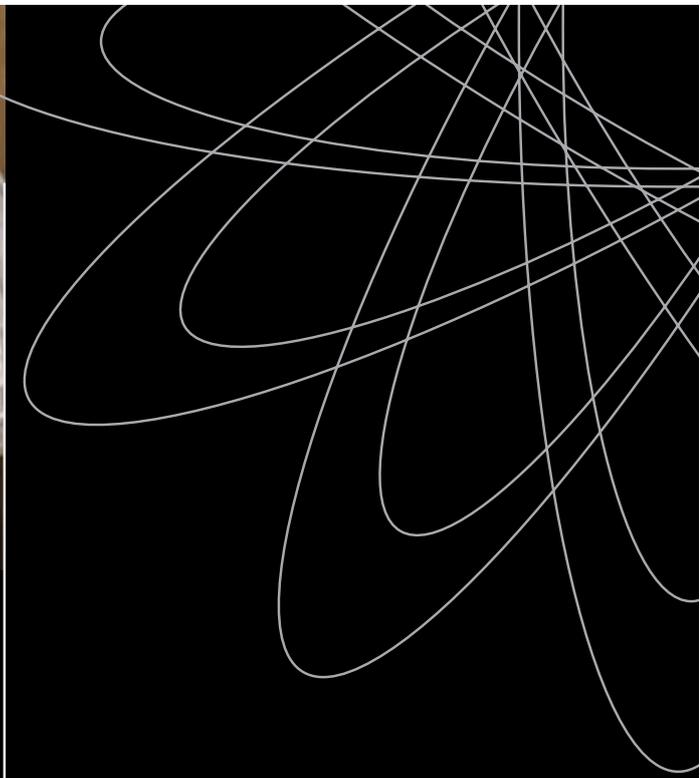
"In addition to their proven track record and deep commitment, they constantly strive to add value to our offering. Recently, The Prepaid Company was tasked with the distribution of the official licensed Bafana Bafana R25 Phonecards, developed by Telkom for the 2010 FIFA World Cup. A high profile promotion is driving sales ahead of the World Cup, representing a win-win for everyone involved."

According to Mark Pamensky, the Chief Operating Officer of Blue Label Telecoms, the group is particularly proud to be associated with Telkom and values the partnership.

To demonstrate the financial value of the partnership, Pamensky says that Blue Label Telecoms has sold over R1 billion in Telkom prepaid products since 2003.

Blue Label Telecoms and Telkom are looking forward to achieving many more successes together.

www.bluelabeltelecoms.com



About The Prepaid Company

The Prepaid Company is South Africa's leading independent distributor of physical and virtual prepaid airtime for the major network operators. The company supplies transaction processing technology and services that facilitate the purchase, management and delivery of prepaid airtime through a well established distribution footprint throughout South Africa.

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