

BLU

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BLU - Blue Label - Directors Dealings
Blue Label Telecoms Limited
(Incorporated in the Republic of South Africa)
(Registration number 2006/022679/06)
Share code: BLU & ISIN: ZAE000109088
('Blue Label' or 'the company')

In compliance with Rules 3.63 - 3.74 of the JSE Listing Requirements, the following information is disclosed:

Company: The Prepaid Company (Pty) Ltd, a major subsidiary
of Blue Label

Director: Graeme Prosser
Date of transaction: 14 November 2007
Number of shares: 227 000
Price of shares: R8.81
Total cost of transaction: R2 000 964.00
Class of shares: Ordinary shares
Nature of transaction: Purchase
Nature of interest: Direct Beneficial
Clearance: Clearance in terms of par. 3.66 of the JSE

Listings Requirements was not obtained.

1 April 2008

Sponsor:

Investec Bank Limited

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