

BLU

BLU

BLU - Blue Label Telecoms Limited - Dealings in Securities
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')

NOTICE OF DEALINGS IN SECURITIES IN TERMS OF PARAGRAPHS 3.63 TO 3.74 OF THE JSE LIMITED (JSE) LISTINGS REQUIREMENTS

In compliance with paragraph 3.63 - 3.65 of the JSE Listing Requirements, the following information, relating to the dealing in securities by a non-executive directors of Blue Label, is disclosed:

Name of director: NN Lazarus
Designation: Non-Executive Director
Nature of transactions: Sale of ordinary shares in the market
Nature of interests: Direct beneficial
Date of transaction: 30 September 2009
Number of shares: 2,325,693
Price of shares: R5.90
Total value: R13,721,588.70
Clearance to deal: Obtained in advance in accordance with JSE Listings Requirements

Name of director: NN Lazarus
Designation: Non-Executive Director
Nature of transactions: Sale of ordinary shares in the market
Nature of interests: Direct beneficial
Date of transaction: 1 October 2009
Number of shares: 159,000
Price of shares: R5.90
Total value: R938 100
Clearance to deal: Obtained in advance in accordance with JSE Listings Requirements

2 October 2009

Johannesburg

Sponsor:

Investec Bank Limited

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