

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 – 3.66 of the JSE Listing Requirements, the following information is disclosed:

Company: Blue Label Distribution (Pty) Ltd, a major subsidiary of Blue Label
Director: Dr A Roussos
Date of vesting: 30 April 2012
Number of shares: 27,000
Market value: R6.80
Total value: R183,600
Nature of transaction: Nil cost vesting of Once-Off Retention Awards
Class of shares: Ordinary shares
Nature of interest: Direct beneficial
Clearance given: Yes in accordance with the terms and conditions of the awards

Company: Blue Label Distribution (Pty) Ltd, a major subsidiary of Blue Label
Director: Mr JP van der Merwe
Date of vesting: 30 April 2012
Number of shares: 27,000
Market value: R6.80
Total value: R183,600
Nature of transaction: Nil cost vesting of Once-Off Retention Awards
Date of sale: 2 May 2012
Number of shares: 27,000
Price of shares: R6.88
Total value: R185,760
Nature of transaction: On-market sale of vested shares
Class of shares: Ordinary shares
Nature of interest: Direct beneficial
Clearance given: Yes in accordance with the terms and conditions of the awards

Company: Blue Label Telecoms Ltd
Company Secretary: Ms E Viljoen
Date of vesting: 30 April 2012
Number of shares: 6,104
Market value: R6.80
Total value: R41,507.20
Nature of transaction: Nil cost vesting of Once-Off Retention Awards
Date of sale: 2 May 2012
Number of shares: 6,104
Price of shares: R6.85
Total value: R41,812.40
Nature of transaction: On-market sale of vested shares
Class of shares: Ordinary shares
Nature of interest: Direct beneficial
Clearance given: Yes in accordance with the terms and conditions of the awards

3 May 2012

Sponsor:
Investec Bank Limited