

BLU

BLU

BLU - Blue Label Telecoms Limited - Notice of 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 executive
directors of Blue Label is disclosed:

Name of director: BM Levy
Designation: Joint Chief Executive Officer
Company: Blue Label Telecoms Limited
Nature of transactions: Purchase of ordinary shares in the market
Date of transaction: 1 September 2008
Number of shares: 126,197
Price of shares: R6.55
Total value: R826,590.35
Date of transaction: 2 September 2008
Number of shares: 100,000
Price of shares: R6.60
Total value: R660,000
Nature of interest: Direct Beneficial
Clearance to deal: Obtained in advance in accordance with JSE Listings
Requirements

Name of director: MS Levy
Designation: Joint Chief Executive Officer
Company: Blue Label Telecoms Limited
Nature of transactions: Purchase of ordinary shares in the market
Date of transaction: 1 September 2008
Number of shares: 126,198
Price of shares: R6.55
Total value: R826,596.90
Date of transaction: 2 September 2008
Number of shares: 100,000
Price of shares: R6.60
Total value: R660,000
Nature of interest: Direct Beneficial
Clearance to deal: Obtained in advance in accordance with JSE Listings
Requirements

Name of director: MV Pamensky
Designation: Chief Operating Officer
Company: Blue Label Telecoms Limited
Nature of transactions: Purchase of ordinary shares in the market
Date of transaction: 1 September 2008
Number of shares: 126,197
Price of shares: R6.55
Total value: R826,590.35
Date of transaction: 2 September 2008
Number of shares: 100,000
Price of shares: R6.60
Total value: R660,000
Nature of interest: Indirect Beneficial
Clearance to deal: Obtained in advance in accordance with JSE Listings
Requirements

3 September 2008

Sponsor:

Investec Bank Limited

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