

BLU

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BLU - Blue Label - Notice Of Dealings In Securities In Terms Of Paragraphs 3.63 To 3.74 Of The JSE Limited (JSE) Listings Requirements

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 director is disclosed:

Name of director:	HC Theledi
Company:	Blue Label Telecoms Limited
Designation:	Non-Executive Director
Date transaction effected:	2 November 2009
Number of shares:	168,818
Price of shares:	R5.60
Total consideration:	R945,380.80
Nature of transactions:	Sale of shares in the market
Nature and extent of director's interest in the transaction:	Beneficial holding indirectly through Nthwese Investment Holdings Consortium (Pty) Ltd
Clearance to deal:	Clearance to deal obtained in advance prior to transaction

The shares were sold by Nthwese Investment Holdings Consortium (Pty) Ltd, Blue Label's empowerment partner, to fund its debt obligations.
4 November 2009

Sponsor:

Investec Bank Limited

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