

BLU

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BLU - Blue Label Telecoms Limited - 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 an executive director of Blue Label, is disclosed:

Name of director:	DB Rivkind
Designation:	Chief Financial Officer
Nature of transactions:	Purchase of ordinary shares in the market
Nature of interests:	Direct Beneficial
Date of transaction:	3 October 2008
Number of shares:	1,238,381
Price of shares:	R5.80
Total value:	R7,182,609.80
Clearance to deal:	Obtained in advance in accordance with JSE Listings Requirements

6 October 2008

Sponsor:

Investec Bank Limited

Date: 06/10/2008 17:00:01 Produced by the JSE SENS Department.

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