

BLU

BLU

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 and an executive director of a major subsidiary of Blue Label, is disclosed:

Name of director: DB Rivkind
Designation: Chief Financial Officer
Company: Blue Label Telecoms Limited
Nature of transactions: Purchase of ordinary shares in the market
Nature of interests: Direct Beneficial
Date of transaction: 8 October 2008
Number of shares: 500,000
Price of shares: R5.50
Total value: R2,750,000
Clearance to deal: Obtained in advance in accordance with JSE Listings Requirements

Name of director: DA Suntup
Designation: Chief Financial Officer
Company: The Prepaid Company (Pty) Ltd
Nature of transactions: Purchase of ordinary shares in the market
Nature of interests: Direct Beneficial
Date of transaction: 7 October 2008
Number of shares: 706,726
Price of shares: R5.67
Total value: R4,007,136.42
Clearance to deal: Obtained in advance in accordance with JSE Listings Requirements

8 October 2008

Sponsor:

Investec Bank Limited

Date: 08/10/2008 17:00:03 Produced by the JSE SENS Department.

The SENS service is an information dissemination service administered by the JSE Limited (`JSE`). The JSE does not, whether expressly, tacitly or implicitly, represent, warrant or in any way guarantee the truth, accuracy or completeness of the information published on SENS. The JSE, their officers, employees and agents accept no liability for (or in respect of) any direct, indirect, incidental or consequential loss or damage of any kind or nature, howsoever arising, from the use of SENS or the use of, or reliance on, information disseminated through SENS.