

BLU

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BLU - Blue Label Telecoms Limited - Appointment of a director

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')

Appointment of a director

In compliance with paragraph 3.59 of the Listings Requirements of the JSE Limited, the board of directors of Blue Label are pleased to announce the appointment of Kevin Ellerine to the board as a non-executive director with effect from 8 December 2009.

Kevin Ellerine has eighteen years working experience within the Ellerine Bros. (Pty) Ltd group of companies. The Group is an investment house, investing in listed equities, property and private equity. He is currently an executive director of Ellerine Bros. (Pty) Ltd and all its subsidiary companies and also serves as a non-executive director on the boards of other private and public companies.

The directors of Blue Label welcomes Kevin to the board and look forward to a long and valued working relationship with him.

8 December 2009

Sponsor:

Investec Bank Limited

Date: 09/12/2009 08:33:01 Produced by the JSE SENS Department.

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