

BLU

BLU

BLU - Blue Label - 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')

Dealings in securities

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: 9 September 2008
Number of shares: 202,263
Price of shares: R6.30
Total value: R1,274,256.90
Date of transaction: 10 September 2008
Number of shares: 23,194
Price of shares: R6.34
Total value: R147,049.96
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: 9 September 2008
Number of shares: 202,263
Price of shares: R6.30
Total value: R1,274,256.90
Date of transaction: 10 September 2008
Number of shares: 23,194
Price of shares: R6.34
Total value: R147,049.96
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: 9 September 2008
Number of shares: 202,262
Price of shares: R6.30
Total value: R1,274,250.60
Date of transaction: 10 September 2008
Number of shares: 23,195
Price of shares: R6.34
Total value: R147,056.30
Nature of interest: Indirect Beneficial
Clearance to deal: Obtained in advance in accordance with JSE Listings Requirements

11 September 2008

Sponsor:

Investec Bank Limited

Date: 11/09/2008 09:59:11 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.