

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 of Blue Label, is disclosed:

Name of director : NN Lazarus
Designation : Non-Executive Director
Nature of transactions : Sale of ordinary shares in the market
Nature of interests : Direct beneficial
Date of transaction : 8 October 2009
Number of shares : 239,687
Price of shares : R5.81
Total value : R1,392,581.47
Clearance to deal : Obtained in advance in accordance with JSE
Listings Requirements

Name of director : NN Lazarus
Designation : Non-Executive Director
Nature of transactions : Sale of ordinary shares in the market
Nature of interests : Direct beneficial
Date of transaction : 9 October 2009
Number of shares : 425,347
Price of shares : R5.82
Total value : R2,475,519.54
Clearance to deal : Obtained in advance in accordance with JSE
Listings Requirements

Name of director : NN Lazarus
Designation : Non-Executive Director
Nature of transactions : Sale of ordinary shares in the market
Nature of interests : Direct beneficial
Date of transaction : 12 October 2009
Number of shares : 200,000
Price of shares : R5.82
Total value : R1,164,000
Clearance to deal : Obtained in advance in accordance with JSE
Listings Requirements

12 October 2009

Sponsor:

Investec Bank Limited

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