

BLU

BLU

BLU - Blue Label Telecoms Limited - 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')

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  
Date of transaction: 19 September 2008  
Number of shares: 295,656  
Price of shares: R5.97  
Total value: R1,765,066.32  
Nature of interest: Direct Beneficial  
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  
Date of transaction: 18 September 2008  
Number of shares: 216,290  
Price of shares: R5.84  
Total value: R1,263,133.60  
Nature of interest: Direct Beneficial  
Clearance to deal: Obtained in advance in accordance with JSE Listings Requirements

19 September 2008

Sponsor:

Investec Bank Limited

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