

BLU

BLU

BLU - Blue Label - Blue Label announces the passing away of a non-executive 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')

Blue Label announces the passing away of a non-executive director

It is with deep sadness that Blue Label wishes to inform shareholders that Mr Sidney Ellerine, a non-executive director of the board, passed away on Friday 17 July 2009. Mr Ellerine provided great leadership and direction to the board as well as to executive management and always conducted himself with the utmost integrity and highest regard for the interests of the company.

Our thoughts are with his family, to whom we extend our deepest condolences.

20 July 2009

Sponsor:

Investec Bank Limited

Date: 20/07/2009 10:52:01 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.