

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 3.66 OF THE  
JSE LIMITED (JSE) LISTINGS REQUIREMENTS**

In compliance with paragraph 3.63 – 3.66 of the JSE Listing Requirements, the following information, is disclosed:

Company:	Blue Label Telecoms Limited
Director:	Mr M Pamensky
Nature of transactions:	Sale of ordinary shares on-market
Nature of interests:	Direct beneficial
Date of transaction:	16 September 2014
Number of shares:	396 667
Price of shares:	R8,90
Total value:	R3,530,336.30
Clearance to deal:	Obtained in advance in accordance with JSE Listings Requirements

Sandton  
16 September 2014

Sponsor:  
Investec Bank Limited