

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 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: 22 September 2008  
Number of shares: 219,000  
Price of shares: R6.00  
Total value: R1,314,000  
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: 23 September 2008  
Number of shares: 140,000  
Price of shares: R5.93  
Total value: R830,200  
Nature of interest: Direct Beneficial  
Clearance to deal: Obtained in advance in accordance with JSE Listings Requirements

23 September 2008

Sponsor:

Investec Bank Limited

Date: 23/09/2008 15:29:07 Produced by the JSE SENS Department.

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