

BLU - Blue Label Telecoms Limited - Director's dealings
Blue Label Telecoms Limited
(Incorporated in the Republic of South Africa)
(Registration number 2006/022679/06)
Share code: BLU & ISIN: ZAE000109088
('BLT' or 'the company')

Director's Dealings

In compliance with Rules 3.63 - 3.74 of the JSE Listing Requirements, the following information is disclosed:

Company: The Prepaid Company (Pty) Ltd, a major subsidiary of
BLT

Director: Associate of Selwyn Roy Diamond

Nature of association: Spouse

Date of transaction: 20 February 2008

Number of shares: 335 185

Price of shares: R8.23

Total value: R2 758 572.55

Class of shares: Ordinary shares

Nature of transaction: Sale

Nature of interest: Direct Beneficial

Clearance: Clearance in terms of par. 3.66 of the JSE Listings
Requirements was not obtained.

Company: The Prepaid Company (Pty) Ltd, a major subsidiary of
BLT

Director: Associate of Selwyn Roy Diamond

Nature of association: Spouse

Date of transaction: 22 February 2008

Number of shares: 82 099

Price of shares: R7.85

Total value: R644 477.15

Class of shares: Ordinary shares

Nature of transaction: Purchase

Nature of interest: Direct Beneficial

Clearance: Clearance in terms of par. 3.66 of the JSE Listings
Requirements was not obtained.

Company: The Prepaid Company (Pty) Ltd, a major subsidiary of
BLT

Director: Associate of Selwyn Roy Diamond

Nature of association: Spouse

Date of transaction: 27 February 2008

Number of shares: 27 645

Price of shares: R8.08

Total value: R223 371.60

Class of shares: Ordinary shares

Nature of transaction: Sale

Nature of interest: Direct Beneficial

Clearance: Clearance in terms of par. 3.66 of the JSE Listings
Requirements was not obtained.

Company: The Prepaid Company (Pty) Ltd, a major subsidiary of
BLT

Director: Associate of Selwyn Roy Diamond

Nature of association: Spouse

Date of transaction: 28 February 2008

Number of shares: 54 454

Price of shares: R8.08

Total value: R439 988.32

Class of shares: Ordinary shares

Nature of transaction: Sale

Nature of interest: Direct Beneficial

Clearance: Clearance in terms of par. 3.66 of the JSE Listings
Requirements was not obtained.

28 February 2008

Sponsor:

Investec Bank Limited

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