

BLU - Blue Label Telecoms Limited - Director's dealing
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')

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 Sean Kaplan
Nature of association: Spouse
Date of transaction: 27 February 2008
Number of shares: 266 000
Price of shares: R8.10
Total value: R2 154 600
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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