

BLU

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BLU - Blue Label - Notice Of Dealings In Securities  
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  
Nature of interests: Direct Beneficial  
Date of transaction: 26 September 2008  
Number of shares: 722,472  
Price of shares: R5.89  
Total value: R4,255,360.08  
Date of transaction: 29 September 2008  
Number of shares: 411,881  
Price of shares: R5.95  
Total value: R2,450,691.95  
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  
Nature of interests: Direct Beneficial  
Date of transaction: 26 September 2008  
Number of shares: 722,472  
Price of shares: R5.89  
Total value: R4,255,360.08  
Date of transaction: 29 September 2008  
Number of shares: 253,828  
Price of shares: R5.95  
Total value: R1,510,276.60  
Clearance to deal: Obtained in advance in accordance with JSE Listings Requirements

29 September 2008

Sponsor:

Investec Bank Limited

Date: 29/09/2008 17:00:01 Produced by the JSE SENS Department.

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