

BLU

BLU

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 a non-executive director is disclosed:

Name of director:	HC Theledi
Company:	Blue Label Telecoms Limited
Designation:	Non-Executive Director
Date transaction effected:	28 October 2009
Number of shares:	2,056,599
Price of shares:	R5.64
Total consideration:	R11,599,218.36
Nature of transactions:	Sale of shares in the market
Nature and extent of director`s Interest in the transaction:	Beneficial holding indirectly through Nthwese Investment Holdings Consortium (Pty) Ltd

Clearance to deal: to transaction	Clearance to deal obtained in advance prior to transaction
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Date transaction effected:	29 October 2009
Company:	Blue Label Telecoms Limited
Number of shares:	25,505
Price of shares:	R5.60
Total consideration:	R142,828
Nature of transactions:	Sale of shares in the market
Nature and extent of director`s Interest in the transaction:	Beneficial holding indirectly through Nthwese Investment Holdings Consortium (Pty) Ltd

Clearance to deal:	Clearance to deal obtained in advance prior to transaction
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The shares were sold by Nthwese Investment Holdings Consortium (Pty) Ltd, Blue Label`s empowerment partner, to fund its debt obligations.

29 October 2009

Sponsor:

Investec Bank Limited

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