

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")

CHANGE TO THE BOARD OF DIRECTORS

In compliance with paragraph 3.59 of the Listings Requirements of the JSE Limited, shareholders are advised that Ms Pani Tyalimpi has tendered her resignation from the board of directors of Blue Label with effect from 30 August 2011.

The Board wishes Ms Tyalimpi all the best in her future endeavours.

31 August 2011

Sponsor:
Investec Bank Limited