

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:	G Harlow
Company:	Blue Label Telecoms Limited
Designation:	Non-Executive Director
Date transaction effected:	4 October 2010
Number of shares:	1,000,000
Price of shares:	R6.50
Total consideration:	R6,501,400
Nature of transactions:	Sale of shares in the market
Nature and extent of director's Interest in the transaction:	Beneficial holding indirectly through Unihold Group Limited
Clearance to deal:	Clearance to deal obtained in advance prior to transaction

5 October 2010

Sponsor:
Investec Bank Limited