

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, is disclosed:

Name of director:	MV Pamensky
Company:	Blue Label Telecoms Limited
Designation:	Executive Director
Date transaction effected:	10 <sup>th</sup> November 2010
Number of shares:	1,284,836
Price of shares:	R6.85
Total consideration:	R8,801,126
Nature of transactions:	Sale of shares in the market
Nature and extent of director's Interest in the transaction:	Beneficial holding indirectly through the Marapa Trust
Clearance to deal:	Clearance to deal obtained in advance prior to transaction

10 November 2010

Sponsor:  
Investec Bank Limited