

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 3.64 OF THE JSE LIMITED (JSE) LISTINGS REQUIREMENTS**

In compliance with paragraph 3.63 – 3.64 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:	Financial Director
Company:	Blue Label Telecoms Limited
Nature of transactions:	Purchase of ordinary shares in the market
Nature of interests:	Direct Beneficial
Date of transaction:	18 November 2010
Number of shares:	268,331
Price of shares:	R6.88
Total value:	R1,846,117
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:	18 November 2010
Number of shares:	216,648
Price of shares:	R6.88
Total value:	R1,490,538
Clearance to deal:	Obtained in advance in accordance with JSE Listings Requirements

18 November 2010

Sponsor:  
Investec Bank Limited