

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

In compliance with paragraph 3.63 – 3.66 of the JSE Listing Requirements, the following information, relating to the dealing in securities by a non-executive director of Blue Label, is disclosed:

Name of director:	Kevin Ellerine
Designation:	Non-Executive Director
Nature of transactions:	Sale of ordinary shares on-market
Nature of interests:	Indirect beneficial - The shares were sold by Lucysat Investments (Pty) Ltd ("Lucysat"). Mr Ellerine is a director of Lucysat.
Date of transaction:	11 October 2013
Number of shares:	222 222
VWAP Price of shares:	R9.27
Highest Selling price:	R9.50
Lowest Selling price:	R9.45
Total value:	R2 106 669.80
Clearance to deal:	Obtained in advance in accordance with JSE Listings Requirements

Sandton  
15 October 2013

Sponsor:  
Investec Bank Limited