

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 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 non-beneficial - The shares were sold by Shotput Investments (Pty) Ltd ("Shotput"). Mr Ellerine is a director of Shotput.
Date of transaction:	16 November 2012
Number of shares:	16,736,000
Price of shares:	R7.00
Total value:	R117,152,000.00
Clearance to deal:	Obtained in advance in accordance with JSE Listings Requirements

19 November 2012

Sponsor:
Investec Bank Limited