

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")

In compliance with Rules 3.63 – 3.66 of the JSE Listing Requirements, the following information is disclosed:

Company: Blue Label Telecoms Ltd  
Director: Mr M Levy  
Date of vesting: 1 September 2012  
Number of shares: 304,054  
Market value: R6.70  
Total value: R2,037,162  
Nature of transaction: Nil cost vesting of Forfeitable Share Awards  
Class of shares: Ordinary shares  
Nature of interest: Direct beneficial  
Clearance given: Yes in accordance with the terms and conditions of the awards

Company: Blue Label Telecoms Ltd  
Director: Mr B Levy  
Date of vesting: 1 September 2012  
Number of shares: 304,054  
Market value: R6.70  
Total value: R2,037,162  
Nature of transaction: Nil cost vesting of Forfeitable Share Awards  
Class of shares: Ordinary shares  
Nature of interest: Direct beneficial  
Clearance given: Yes in accordance with the terms and conditions of the awards

Company: Blue Label Telecoms Ltd  
Director: Mr M Pamensky  
Date of vesting: 1 September 2012  
Number of shares: 221,706  
Market value: R6.70  
Total value: R1,485,430  
Nature of transaction: Nil cost vesting of Forfeitable Share Awards  
Class of shares: Ordinary shares  
Nature of interest: Direct beneficial  
Clearance given: Yes in accordance with the terms and conditions of the awards

Company: Blue Label Telecoms Ltd  
Director: Mr D Rivkind  
Date of vesting: 1 September 2012  
Number of shares: 132,565  
Market value: R6.70  
Total value: R888,186  
Nature of transaction: Nil cost vesting of Forfeitable Share Awards  
Class of shares: Ordinary shares  
Nature of interest: Direct beneficial  
Clearance given: Yes in accordance with the terms and conditions of the awards

Company: Blue Label Telecoms Ltd  
Company Secretary: Ms E Viljoen  
Date of vesting: 1 September 2012  
Number of shares: 21,500  
Market value: R6.70  
Total value: R144,050  
Nature of transaction: Nil cost vesting of Once-Off Retention Awards  
Class of shares: Ordinary shares  
Nature of interest: Direct beneficial  
Clearance given: Yes in accordance with the terms and conditions of the awards

Company: The Prepaid Company (Pty) Ltd, a major subsidiary of Blue Label  
Director: Mr D Suntup  
Date of vesting: 1 September 2012  
Number of shares: 132,565  
Market value: R6.70  
Total value: R888,186  
Nature of transaction: Nil cost vesting of Once-Off Retention Awards  
Class of shares: Ordinary shares  
Nature of interest: Direct beneficial  
Clearance given: Yes in accordance with the terms and conditions of the awards

Company: The Prepaid Company (Pty) Ltd, a major subsidiary of Blue Label  
Director: Mr S Kaplan  
Date of vesting: 1 September 2012  
Number of shares: 102,741  
Market value: R6.70  
Total value: R688,365  
Nature of transaction: Nil cost vesting of Once-Off Retention Awards  
Class of shares: Ordinary shares  
Nature of interest: Direct beneficial  
Clearance given: Yes in accordance with the terms and conditions of the awards

Company: The Prepaid Company (Pty) Ltd, a major subsidiary of Blue Label  
Director: Mr S Diamond  
Date of vesting: 1 September 2012  
Number of shares: 122,980  
Market value: R6.70  
Total value: R823,966  
Nature of transaction: Nil cost vesting of Once-Off Retention Awards  
Class of shares: Ordinary shares  
Nature of interest: Direct beneficial  
Clearance given: Yes in accordance with the terms and conditions of the awards

Company: The Prepaid Company (Pty) Ltd, a major subsidiary of Blue Label  
Director: Mr A Rantao  
Date of vesting: 1 September 2012  
Number of shares: 14,185  
Market value: R6.70  
Total value: R95,040  
Nature of transaction: Nil cost vesting of Once-Off Retention Awards  
Class of shares: Ordinary shares  
Nature of interest: Direct beneficial  
Clearance given: Yes in accordance with the terms and conditions of the awards

Company: The Prepaid Company (Pty) Ltd, a major subsidiary of Blue Label  
Director: Mr J Mogane  
Date of vesting: 1 September 2012  
Number of shares: 12,344  
Market value: R6.70  
Total value: R82,705  
Nature of transaction: Nil cost vesting of Once-Off Retention Awards  
Class of shares: Ordinary shares  
Nature of interest: Direct beneficial  
Clearance given: Yes in accordance with the terms and conditions of the awards

Company: Blue Label Distribution (Pty) Ltd, a major subsidiary of Blue Label  
Director: Dr A Roussos  
Date of vesting: 1 September 2012  
Number of shares: 72,096  
Market value: R6.70  
Total value: R483,043  
Nature of transaction: Nil cost vesting of Once-Off Retention Awards  
Class of shares: Ordinary shares  
Nature of interest: Direct beneficial  
Clearance given: Yes in accordance with the terms and conditions of the awards

Company: Blue Label Distribution (Pty) Ltd, a major subsidiary of Blue Label  
Director: Mr JP van der Merwe  
Date of vesting: 1 September 2012  
Number of shares: 26,390  
Market value: R6.70  
Total value: R176,813  
Nature of transaction: Nil cost vesting of Once-Off Retention Awards  
Class of shares: Ordinary shares  
Nature of interest: Direct beneficial  
Clearance given: Yes in accordance with the terms and conditions of the awards

3 September 2012

Sponsor:  
Investec Bank Limited