

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
Company Secretary:	Ms E Viljoen
Date of sale:	3 September 2012
Number of shares	21,500
Price of shares	R6.70
Total value:	R144,050
Nature of transaction:	On-market sale of vested shares
Class of shares:	Ordinary shares
Nature of interest:	Direct beneficial
Clearance given:	Yes in accordance with the terms and conditions of the awards

5 September 2012

Sponsor:
Investec Bank Limited