

Blue Label Telecoms Limited
(Incorporated in the Republic of South Africa)
(Registration number 2006/022679/06)
Share code: BLU ISIN: ZAE000109088
("Blue Label")

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 DB Rivkind
Date of sale:	10 September 2012
Number of shares	75,622
Average price of shares	R6.44
Highest price per share	R6.45
Lowest price per share	R6.40
Total value:	R487,006
Date of sale:	11 September 2012
Number of shares	56,943
Average price of shares	R6.36
Highest price per share	R6.44
Lowest price per share	R6.35
Total value:	R362,158
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 JSE Listings Requirements

Company:	Blue Label Telecoms Ltd
Director:	Mr MV Pamensky
Date of sale:	10 September 2012
Number of shares	78,441
Average price per share	R6.45
Highest price per share	R6.45
Lowest price per share	R6.45
Total value:	R505,944
Date of sale:	11 September 2012
Number of shares	143,265
Price of shares	R6.36
Highest price per share	R6.44
Lowest price per share	R6.35
Total value:	R911,165
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 JSE Listings Requirements

Company:	The Prepaid Company (Pty) Ltd, a major subsidiary of Blue Label
Director:	Mr S Kaplan
Date of sale:	10 September 2012
Number of shares	56,741
Average price per share	R6.45
Highest price per share	R6.45

Lowest price per share R6.45
Total value: R365,979
Date of sale: 11 September 2012
Number of shares 46,000
Average price per share R6.36
Highest price per share R6.44
Lowest price per share R6.35
Total value: R292,560
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 JSE Listings Requirements

Company: The Prepaid Company (Pty) Ltd, a major subsidiary of Blue Label
Director: Mr S Diamond
Date of sale: 10 September 2012
Number of shares 44,237
Average price per share R6.40
Highest price per share R6.40
Lowest price per share R6.40
Total value: R283,117
Date of sale: 11 September 2012
Number of shares 78,743
Average price per share R6.36
Highest price per share R6.44
Lowest price per share R6.35
Total value: R500,805
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 JSE Listings Requirements

Company: The Prepaid Company (Pty) Ltd, a major subsidiary of Blue Label
Director: Mr A Rantao
Date of sale: 10 September 2012
Number of shares 14,185
Average price per share R6.44
Highest price per share R6.45
Lowest price per share R6.40
Total value: R91,351
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 JSE Listings Requirements

Company: The Prepaid Company (Pty) Ltd, a major subsidiary of Blue Label
Director: Mr J Mogane
Date of sale: 10 September 2012
Number of shares 12,344
Average price per share R6.44
Highest price per share R6.45
Lowest price per share R6.40
Total value: R79,495
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 JSE Listings Requirements

Company: Blue Label Distribution (Pty) Ltd, a major subsidiary of Blue Label
Director: Mr JP van der Merwe
Date of sale: 10 September 2012
Number of shares 26,390
Average price per share R6.44
Highest price per share R6.45
Lowest price per share R6.40
Total value: R169,952
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 JSE Listings Requirements

Company: The Prepaid Company (Pty) Ltd, a major subsidiary of Blue Label
Director: Mr D Suntup
Date of sale: 11 September 2012
Number of shares 132,565
Average price per share R6.35
Highest price per share R6.36
Lowest price per share R6.35
Total value: R841,788
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 JSE Listings Requirements

12 September 2012

Sponsor:
Investec Bank Limited