

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, is disclosed:

Company:	Blue Label Distribution (Pty) Ltd, a major subsidiary of Blue Label
Director:	Ms A Ngwenya
Nature of transactions:	Sale of ordinary shares in the market
Nature of interests:	Direct beneficial
Date of transaction:	02 September 2014
Number of shares:	18 240
Price of shares:	R9,00
Total value:	R164 160
Clearance to deal:	Obtained in advance in accordance with JSE Listings Requirements

Sandton
03 September 2014

Sponsor:
Investec Bank Limited