

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")

### **Appointment of a director**

In compliance with paragraph 3.59 of the Listings Requirements of the JSE Limited, the board of directors of Blue Label is pleased to announce the appointment of Mr SJ (Jerry) Vilakazi to the board as a non-executive director with immediate effect.

Mr Vilakazi is the executive Chairman of the Palama Group of companies which he co-founded. He is also the Chairman of Netcare Limited, Mpumulanga Gambling Board, Trubok (Pty) Limited and ExecuPrime Holdings (Pty) Limited . He holds directorships in Pretoria Portland Cement Company Limited, Goliath Gold Mining Limited, General Health Group (UK), Tower Group (Pty) Limited, Kazzi Corporate Wear (Pty) Limited and the Black Management Forum Investments Company Limited. He was recently appointed by President Zuma to the National Planning Commission & the B-BBEE Advisory Council.

The directors of Blue Label welcomes Jerry to the board and look forward to a long and valued working relationship with him.

21 October 2011

Sponsor:  
Investec Bank Limited