

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:	The Prepaid Company (Pty) Ltd, a major subsidiary of Blue Label
Director:	Mr S Diamond
Date of sale:	12 September 2012
Number of shares	664,583
Average price per share	R6.35
Highest price per share	R6.36
Lowest price per share	R6.35
Total value:	R4,220,700
Date of sale:	13 September 2012
Number of shares	384,289
Average price per share	R6.40
Highest price per share	R6.40
Lowest price per share	R6.40
Total value:	R2,459,449
Nature of transaction:	On-market sale of shares
Class of shares:	Ordinary shares
Nature of interest:	Direct beneficial
Clearance given:	Yes in accordance with the JSE Listings Requirements

14 September 2012

Sponsor:
Investec Bank Limited