



## PRESS RELEASE

### **Neotel and Blue Label Telecoms to partner**

**13 July 2010**

Neotel, South Africa's first converged telecommunications network operator has appointed Blue Label Telecoms as its E-Voucher vendor partner. Blue Label Telecoms is the market leader in the distribution of prepaid products and services to unbanked and under-banked consumers in emerging and developing economies across the globe.

"As we will be launching Prepaid services to the market we require a partner that has a wide operational footprint and with Blue Label Telecoms we have gained that reach into their extensive distribution network, including large chain stores, independent retailers, petroleum forecourts. They are a leading company in voucher services and have a proven, viable solution which meets our needs. In South Africa, Blue Label Telecoms has over 130 000 points of presence" says Mr. Ajay Pandey MD & CEO at Neotel.

"More so, as our customer base increases we want to ensure that they have easy access to our products and services on a national basis and with this new partnership we are convinced that there will be a strong uptake from the customers using our services," he concludes.

Blue Label joint CEO Brett Levy said, "More than 80 percent of the South African population purchase airtime on a prepaid basis. Blue Label Telecoms has over ten years experience in this growing space and have built long-term partnerships with our distribution network to ensure that prepaid products and services are conveniently available for our client's s customer. We are excited to be working with Neotel to extend their reach into the market." Neotel embarked on this strategy in 2008 and now has strategic partnerships in place with Altech Autopage Cellular, Postnet South Africa, Samsung and Nashua. Neotel has retail stores operating in Johannesburg, Pretoria, Durban and Cape Town.

#### **About Neotel:**

Neotel is South Africa's first converged communications network operator. It provides a range of value-added voice and data services for businesses, wholesale network operators and providers and consumers using its pure-IP Next Generation Network, powered by Neotel's high-performance fibre optic backbone. Neotel connects the major centres in South Africa to each other and to the world, directly

linking the country into Tata Communication's global Tier 1 network. Neotel offers fresh thinking, a creative approach and flexible solutions for communications in South Africa.

**About Blue Label Telecoms Limited:**

Blue Label Telecoms the market leader in the distribution of prepaid products and services to the unbanked and underbanked population of emerging and developing countries worldwide. Its principle prepaid products offerings currently include airtime, electricity and bus ticketing. Other solutions include location-based services, cell phone content and mobile applications.

The group's strategy is to extend its global footprint of touch points, both organically and acquisitively, and to fulfill the significant demand for the delivery of multiple prepaid products and services through a single distribution base via various delivery mechanisms.

For more information, visit [www.bluelabeltelecoms.co.za](http://www.bluelabeltelecoms.co.za)

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