



PRESS RELEASE

BLUE LABEL DATA ATTAINS CENTRE OF EXCELLENCE ACCREDITATION

Blue Label Data Solutions, a subsidiary of Blue Label Telecoms, has been granted Centre of Excellence Accreditation by the Direct Marketing Association of South Africa (DMASA). Blue Label Data Solutions is one of only five data companies in South Africa which, following a rigorous audit, has received this prestigious accreditation.

The DMASA, as one of its key objectives, aim to eliminate the illegal compilation and usage of databases. Brian Mdluli, DMASA Chief Executive Officer said: "More stringent data privacy legislation and active consumerism in South Africa has resulted in the DMASA establishing an annual audit programme for ethical and responsible companies to ensure that they comply with the relevant laws governing the creation, management, sale and utilisation of data."

The audit, conducted by independent auditors, included 69 questions modeled around the current Consumer Protection Act and pending Protection of Private Information Act. Accreditation is only awarded to those companies who comply with and achieve a minimum 80% pass rate.

Blue Label Data Solutions Executive Chairman, Larry Pogir, said: "As a leading provider of consumer data in the direct marketing sector, it is our responsibility to ensure its integrity and keep ahead of the data compliance curve. This accreditation re-affirms that we are meeting our objectives and operating as a responsible data provider for our customers."

Blue Label Data Solutions specialises in providing data to financial institutions, cellular telecommunications companies, insurers and other corporations who require access to consumer data for direct marketing purposes and the updating of their respective client bases.

About Blue Label Telecoms Limited

Blue Label Telecoms is a leading global distributor of pay-as-you-go secure electronic tokens. 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 single distribution base via various delivery mechanisms.

In the half year ended 30 November 2009, Blue Label Telecom Group Label Telecoms Limited listed on the Johannesburg Stock Exchange in

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