BLUE FINANCIAL SERVICES LIMITED
(Incorporated in the Republic of South Africa)
(Registration Number: 1996/006595/06)
JSE Code: BFS ISIN: ZAE00083655
("the Company")

RENEWAL OF CAUTIONARY ANNOUNCEMENT

Further to the cautionary announcement and the renewal of cautionary announcement released on SENS on 10 November 2009 and 13 January 2010, respectively, shareholders are hereby advised that the negotiations referred to therein are still in progress and, if successfully concluded, may have an effect on the price at which the Company’s securities trade on the JSE Limited.

Accordingly, shareholders are advised to continue exercising caution when dealing in the Company’s securities until a further announcement is made.

Pretoria
24 February 2010

Designated Advisor: Grindrod Bank Limited