



For Immediate Release

**DATA Communications Management Corp. Announces \$2.1 million Investment
in Digital Print and Digital Label Production Equipment Together with
Initiatives to Exit Under-performing Business Lines**

Brampton, Ontario - January 16, 2017 - DATA Communications Management Corp. (TSX: DCM) (“**DCM**” or the “**Company**”) announced today that it has completed an additional investment in its high speed digital print capabilities, including the addition of another Xerox iGen® 5 digital press. DATA also announced it will be adding a new digital label press, together with other upgrades and technology enhancements to its current label presses, in the first quarter of 2017. The total investment in these enhanced capabilities is approximately \$2.1 million.

“These investments dramatically increase our capabilities in key growth segments of our business. We remain the leading cut sheet digital colour manufacturing company in Canada and our expanded label capabilities will further establish DATA as one of the leading providers of label products and solutions in the country,” said Michael G. Sifton, CEO.

DATA also announced additional steps to focus the Company on profitable growing segments, including: the consolidation of its Regina, Saskatchewan manufacturing and warehousing operations into its Calgary, Alberta facility; the closure of its Brossard, Quebec Document Process Outsourcing facility, effective March 31, 2017; and, the outsourcing of its call centre facility to a leading third party business process outsourcing provider, effective March 1, 2017. The Company expects to incur total restructuring costs of approximately \$0.9 million in connection with these initiatives.

“Our goal 18 months ago was to focus on business where we excel, are profitable, and have the ability to grow,” stated Mr. Sifton. “With these initiatives, we have completed our transition and now have five centres of manufacturing excellence across the country.”

In addition to these changes, the Company announced today the departure of Jeff Gladwish, Vice President, Marketing and Corporate Development.

“Jeff has served the Company well through our transition and we wish him well in his future endeavours,” continued Mr. Sifton. “The direction we are taking centres on expanding our services with existing customers and capturing growing segments within the print production and data management areas. As such, our marketing push will be highly targeted and customer centric.”

About DATA Communications Management Corp.

At DATA, we are experts at planning and driving business communications. We help marketers and agencies unify and execute communications campaigns across multiple channels, and we help operations teams streamline and automate document and communications management processes. Our core capabilities include direct marketing, print services, labels and asset tracking, event tickets and gift cards, logistics and fulfilment, content and workflow management, data management and

analytics, and regulatory communications. We serve clients in key vertical markets such as financial services, retail, healthcare, lottery and gaming, not-for-profit, and energy. We are strategically located across Canada to support clients on a national basis, and serve the U.S. market through our facilities in Chicago, Illinois.

Additional information relating to DATA Communications Management Corp. is available on www.datacm.com, and in the disclosure documents filed by DATA Communications Management Corp. on the System for Electronic Document Analysis and Retrieval (SEDAR) at www.sedar.com.

-- 30 --

For further information, contact:

Mr. Michael G. Sifton
Chief Executive Officer
DATA Communications Management Corp.
Tel: (905) 791-3151

Mr. James E. Lorimer
Chief Financial Officer
DATA Communications Management Corp.
Tel: (905) 791-3151
ir@datacm.com

FORWARD-LOOKING STATEMENTS

Certain statements in this press release constitute “forward-looking” statements that involve known and unknown risks, uncertainties and other factors which may cause the actual results, performance, objectives or achievements of DATA, or industry results, to be materially different from any future results, performance, objectives or achievements expressed or implied by such forward-looking statements. When used in this press release, words such as “may”, “would”, “could”, “will”, “expect”, “anticipate”, “estimate”, “believe”, “intend”, “plan”, and other similar expressions are intended to identify forward-looking statements. These statements reflect DATA’s current views regarding future events and operating performance, are based on information currently available to DATA, and speak only as of the date of this press release. These forward-looking statements involve a number of risks, uncertainties and assumptions and should not be read as guarantees of future performance or results, and will not necessarily be accurate indications of whether or not such performance or results will be achieved. Many factors could cause the actual results, performance, objectives or achievements of DATA to be materially different from any future results, performance, objectives or achievements that may be expressed or implied by such forward-looking statements. The principal factors, assumptions and risks that DATA made or took into account in the preparation of these forward-looking statements include: the limited growth in the traditional printing industry and the potential for further declines in sales of DATA’s printed business documents relative to historical sales levels for those products; the risk that changes in the mix of products and services sold by DATA which are related to reduced demand for its printed products will adversely affect DATA’s financial results; the risk that DATA may not be successful in reducing the size of its legacy print business, reducing costs, reducing its long-term debt, repaying or refinancing its outstanding 6.00% convertible unsecured subordinated debentures, and growing its digital communications business; the risk that DATA may not be successful in managing its organic growth, or implementing its restructuring activities within expected timeframes and related cost estimates; DATA’s ability to invest in, develop and successfully market new digital and other products and services; competition from competitors supplying similar products and services, some of whom

have greater economic resources than DATA and are well-established suppliers; DATA's ability to grow its sales or even maintain historical levels of its sales of printed business documents; the impact of economic conditions on DATA's businesses; risks associated with acquisitions by DATA; increases in the costs of paper and other raw materials used by DATA; and DATA's ability to maintain relationships with its customers. Additional factors are discussed elsewhere in this press release and under the headings "Risk Factors" and "Risks and Uncertainties" in DATA's management's discussion and analysis and in DATA's other publicly available disclosure documents, as filed by DATA on SEDAR (www.sedar.com). Should one or more of these risks or uncertainties materialize, or should assumptions underlying the forward-looking statements prove incorrect, actual results may vary materially from those described in this press release as intended, planned, anticipated, believed, estimated or expected. Unless required by applicable securities law, DATA does not intend and does not assume any obligation to update these forward-looking statements.