



# DATA

**For Immediate Release**

## ***THE DATA GROUP LAUNCHES MARKETING CAMPAIGN MANAGEMENT***

*Enhanced creative design – Faster cycle time – Brand Management – Cost Reduction*

**Brampton, Ontario — March 25, 2013** — DATA Group Inc. (TSX: DGI) (“The DATA Group”, “DATA”) today announced the launch of a new technology-orientated service called Marketing Campaign Management (MCM).

Marketing Campaign Management is a software-based service that enhances the effectiveness of marketing departments by creating collaborative, automated workflows between marketing staff, their agencies and fulfillment of marketing campaigns by the DATA Group. The DATA Group now provides an end-to-end solution for the entire marketing supply chain management process.

“For our clients the introduction of MCM means faster time to market, fewer repetitive processes, reduced internal labor costs to produce marketing material, and a governance process that tracks all approvals and processes in the production of a marketing campaign or project. Gone are the days of hard copy proofs, emails and chasing down individuals who need to review and approve creative. The system is integrated with The DATA Group’s production and distribution systems, allowing for fast and effective campaign fulfillment,” says Alan Roberts, Vice-President On Demand Services and Marketing Campaign Management.

### **About DATA Group Inc.**

The DATA Group is a managed business communications services company specializing in customized document management and marketing solutions. DATA Group develops, manufactures, markets and supports integrated web and print-based communications, information management and direct marketing products and services that help its customers reduce costs, increase revenues, maintain brand consistency and simplify their business process. DATA Group’s expertise and resources enable it to address any document requirement of its customers, from a simple mail-out to an enterprise-wide document management or direct marketing initiative. We have over 1,800 employees working from 35 locations across Canada and the United States to accomplish this.

Additional information relating to The DATA Group is available on [www.datagroup.ca](http://www.datagroup.ca) and the System for Electronic Document Analysis and Retrieval (SEDAR) at [www.sedar.com](http://www.sedar.com)

## Forward-looking Statements

The announcement of the introduction of any DATA Group product or service offering is not necessarily indicative of the timing of recognition of revenue from that offering or the level of revenue for any particular period. Certain statements in this press release constitute “forward-looking” statements that involve known and unknown risks and uncertainties which may cause the actual results, performance, objectives or achievements of The DATA Group, or industry results, to be materially different from any future results, performance, objectives or achievements expressed or implied by those forward-looking statements. These risks and uncertainties include the possibility that customers may not purchase The DATA Group’s products and services when or at the rates The DATA Group expects. Other such risks and uncertainties are described in The DATA Group’s publicly available disclosure documents, as filed by The DATA Group on SEDAR ([www.sedar.com](http://www.sedar.com)). Unless required by applicable securities law, The DATA Group does not intend and does not assume any obligation to update these forward-looking statements.

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