



# DATA

**For Immediate Release**

## ***THE DATA GROUP NAMES DERRICK BREAU VP ENTERPRISE SOLUTION SALES***

*New position to support growth of DATA's flagship outsourcing solution*

**Brampton, Ontario — August 26, 2012** — DATA Group Inc. (TSX: DGI) ("The DATA Group", "DATA") is pleased to announce the appointment of highly respected sales leader Derrick Breau as Vice-President, Enterprise Solution Sales. Derrick will specialize in selling DATA's Managed Business Communications Services (MBCS), a single source business communications outsourcing solution for document intensive marketing and administrative processes. The client benefits include cost reduction, brand management, faster speed-to-market and enhanced revenue.

As an acknowledged strategic thinker and sales leader, Breau is recognized for his ability to manage customer relationships and complex solution delivery. He joins The DATA Group at a time when the company continues to invest in its transformational strategic growth plan through expansion of its marketing and document management services.

"Derrick's wealth of experience and drive for results make him a perfect fit for our company," said Michael Suksi, President and CEO of The DATA Group. "We are delighted to have him onboard and look forward to sharing in his success at DATA."

Derrick comes to The DATA Group from TransUnion, a global leader in credit and information management. He brings to DATA extensive experience in managing concurrent sales and solution delivery teams on behalf of Fortune 500 clients, and he builds on proven expertise in client acquisition, business development, client communication and general management across multiple industries.

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

DATA Group Inc. 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 processes. 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 approximately 1,750 employees working from 32 locations across Canada and the United States to accomplish this.

Additional information relating to DATA Group Inc. is available on [www.datagroup.ca](http://www.datagroup.ca), and in the disclosure documents filed by DATA Group Inc. on 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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