

The logo for DATA Group Inc. features the word "DATA" in a bold, white, sans-serif font. The letters are set against a blue, textured background that resembles a watercolor splash or a torn piece of paper. The background is irregular and extends to the left and top edges of the image.

For Immediate Release

**THE DATA GROUP NAMES JOSHUA LEVI
DIRECTOR OF DATA ANALYTICS**

**Sales leader draws from success at The Nielsen Company
to help DATA better serve clients' marketing needs**

Brampton, Ontario — June 19, 2013 — DATA Group Inc. (TSX: DGI) ("The DATA Group", "DATA") is pleased to announce the appointment of Joshua Levi to the position of Director, Data Analytics.

Joshua brings to the role strategic leadership in client services and sales, with extensive experience using advanced research and analytics — profiling, segmentation, geo-targeting — to help clients drive strong sales and profitable business growth in their marketing programs.

He comes to DATA from The Nielsen Company, where he developed new marketing strategies and utilized innovative web-based tools and shopper analytics to increase uptake of Nielsen's products and services.

He will play an important role in supporting DATA's ongoing technology-focused growth through expansion of its marketing and document management solutions. These include a robust Cross-Channel Marketing platform for designing and deploying complete campaigns; a Marketing Campaign Management solution that improves marketing collaboration among clients and suppliers; and a Document Process Management offering that increases efficiency and lowers costs throughout the document lifecycle.

Joshua is passionate about achieving excellence both personally and professionally, and attributes his success to recognizing the need to exceed clients' expectations. "Clients are looking to us to provide the insight that will lower their costs and give them a competitive edge," he says. "We're not simply supplying products and services; we're partnering with them as an end-to-end solution provider."

He is a firm believer in the power of data analytics and its ability to help clients increase marketing ROI. His belief is rooted in part in the Pareto Principle, according to which roughly 80% of revenue comes from 20% of your customers or donors.

"Effective analytics enable you to locate those customers" he says, "and engage with them in a meaningful way, using the medium most relevant to them."

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 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 approximately 1,800 employees working from 35 locations across Canada and the United States to accomplish this.

Additional information relating to DATA Group Inc. is available on 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.

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). Unless required by applicable securities law, The DATA Group does not intend and does not assume any obligation to update these forward-looking statements.

For further information, contact:

Michael Suksi
President and CEO
DATA Group Inc.
Tel.: (905) 494 4006

Tanya Stambolic
Vice President, Digital and Direct Marketing
DATA Group Inc.
Tel.: (905) 494-4100