

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 PAUL DUNKERLEY
VICE PRESIDENT, DIGITAL MARCOM SERVICES***

Thought leader and influencer to support DATA's flagship outsourcing solutions

Brampton, Ontario — September 19, 2013 — DATA Group Inc. (TSX: DGI) ("The DATA Group", "DATA") is pleased to announce the appointment of Paul Dunkerley as Vice-President, Digital Marcom Services. Paul's vision, expertise and global industry experience make him a strong fit to lead DATA's ongoing expansion into new marketing communications outsourcing services.

"Paul has a wealth of experience in developing and implementing innovative communications outsourcing agreements that deliver value to customers. He is an excellent fit with our growing marketing communications and overall Managed Business Communications outsourcing services" 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."

Paul relocated from England, where he previously worked with Xerox Global Services and Williams Lea as a key leader in the global development and sale of outsourcing agreements that included digital and print marketing communications.

About DATA Group Inc.

DATA Group Inc. is a managed business communications services company. DATA re-engineers entire document-intensive marketing and administrative processes, from beginning to end. Our approach includes converting paper based functions to digital and providing full outsourcing options. Clients benefit from cost reduction, reliable service, optimized document processes and improved effectiveness in marketing campaign execution.

Our flagship solution, Managed Business Communications Services, allows clients to outsource the management of all marketing and administrative documents and related processes to DATA in a long term, single source partnership that drives measurable results to their bottom line.

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.

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