

The logo for DATA Group Ltd. features the word "DATA" in a bold, white, sans-serif font. The letters are set against a blue, textured background that resembles a torn piece of paper or a watercolor splash. The background is irregular and has a mottled appearance with various shades of blue.

For Immediate Release

THE DATA GROUP ANNOUNCES
Operational Enhancements in
Western Canada

Brampton, Ontario — October 29, 2014 — DATA Group Ltd. (TSX: DGI) (“The DATA Group”, “DATA”) today announced a series of initiatives that will reduce operational costs and improve capabilities in Western Canada.

In the spring of 2015, DATA will consolidate its four existing Calgary and Vancouver production locations into a new, modern print and marketing communications centre located in **Calgary**, Alberta. The new facility will provide expanded service offerings to clients in Western Canada, including a wide range of document management and marketing communications services. As a result of this initiative, DATA’s clients will benefit from enhanced solutions for streamlining document processes, lowering costs and improved marketing campaigns.

This consolidation will also enable DATA to achieve operational cost savings.

DATA also continues to invest in **Edmonton** as part of our growth strategy, with recent investments in new specialty label production and POS/lottery roll production at our Edmonton facility.

“These changes are part of DATA’s commitment to our Transformational Growth Plan. As part of this Plan, our vision is to have the right mix of operational facilities to serve our customers’ needs effectively, while also reducing our costs by eliminating excess capacity and continuing to invest in our future capabilities” said Michael Suksi, President and Chief Executive Officer.

About DATA Group Ltd.

DATA Group Ltd. 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 Ltd. is available on www.datagroup.ca and in the disclosure documents filed by DATA Group Ltd. 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 the consolidation of DATA’s Western Canadian operations may not achieve the operational cost savings anticipated by DATA or that such savings may not be realized within the time period expected by DATA. 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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