

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 wash. The background is irregular and has a mottled appearance with various shades of blue.

For Immediate Release

**DATA Group Ltd.
Second Quarter 2014 Earnings Results Conference Call**

**Date: Friday, August 8, 2014
Time: 11:00 a.m. ET**

Brampton, Ontario–Tuesday, August 5, 2014 – DATA Group Ltd. (TSX: DGI.) today announced it will hold its second quarter conference call on Friday, August 8, 2014 at 11:00 a.m. ET. The results will be released earlier the same day.

Michael Suksi, President and Chief Executive Officer, and Paul O’Shea, Chief Financial Officer and Corporate Secretary, will discuss the operating results and financial performance for the period ended June 30, 2014.

Participants may call in by dialing the Operator Assisted Toll-Free ***Dial-in #: (888) 231-8191*** or Local ***Dial-In #: (647) 427-7450*** followed by the ***Conference ID#: 54681438*** (Note: to join this conference call you will be required to provide the above ID number). Please call five minutes prior to the call.

A recording of the conference call will be available as of 1:00 p.m. the same day, until midnight August 15, 2014. To access the recording, dial the Encore Dial-in number (as appropriate for your area):

1.855.859.2056
403.451.9481
778.371.8506
416.849.0833
613.667.0035
514.807.9274
902.455.3955

followed by the conference ID# 54681438

The conference call will also be accessible on the web by accessing the CNW <http://www.newswire.ca/en/webcast/detail/1296779/1430823>

About DATA Group Ltd.

DATA Group Ltd. 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 1,670 employees working from 35 locations across Canada and the United States to accomplish this.

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

Certain statements and other information included in this press release constitute "forward-looking information" within the meaning of applicable Canadian securities legislation ("forward-looking statements"). All statements in this press release, other than those relating to historical information or current conditions, are forward-looking statements, including, but not limited to, management's intention to present the Advance Notice By-law and the By-law Amendment to the shareholders of DATA Group for ratification at the next shareholder meeting of the Corporation. Such forward-looking statements involve known and unknown risks and uncertainties, many of which are beyond our control, as well as various assumptions and business sensitivities, including those risk factors referred to under the heading "Risk Factors" in DATA Group's management's discussion and analysis for the year ended December 31, 2012, which may cause actual results, performance or achievements of DATA Group to be materially different from any future results, performance or achievements expressed or implied by such forward-looking statements. In particular, the Advance Notice By-law and the By-law Amendment will cease to be effective if they are not presented to the shareholders for ratification at the next shareholder meeting of DATA Group or if they are rejected by the shareholders at such meeting. DATA Group disclaims any intention or obligation to update or revise any forward-looking statements in this press release as a result of new information or future events, except as may be required under applicable Canadian securities legislation. These forward-looking statements are based on certain assumptions and analyses made by us in light of our experience and perception of historical trends, current conditions and expected future developments as well as other factors we believe are appropriate in the circumstances. All of the forward-looking statements contained herein are qualified by these cautionary statements and by the assumptions that are stated or inherent in such forward-looking statements. Although we believe these assumptions are reasonable, undue reliance should not be placed on these assumptions and such forward-looking statements.

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