

The logo for DATA Group, featuring 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 brushstroke. The background is a mix of light and dark blue tones, creating a dynamic, artistic effect.

For Immediate Release

**DATA GROUP ANNOUNCES UPGRADE OF ITS COMPLETE DIGITAL  
PRINTING PRODUCTION CAPABILITIES WITH XEROX DIGITAL PRESSES**

**Brampton, Ontario – January 14, 2016** – DATA Group Ltd. (TSX: DGI) (“DATA Group” or the “Company”) today announced that it has completed the upgrade of its entire digital print production fleet, having recently entered into an exclusive agreement with Xerox for the supply, installation and maintenance of digital printing equipment and workflow software. This upgrade includes the installation of Xerox iGen® 5 presses, Xerox’s next generation platform of cut-sheet xerographic digital presses. DATA Group now uses Xerox digital presses for all its digital cut-sheet printing at each of its nine production facilities across Canada and in Chicago, which are supported by a standardized workflow built around Xerox’s FreeFlow® Core workflow automation software.

“We believe this is one of the single largest high-production digital upgrades by a Canadian graphic communications company in 2015,” said Steve Wittal, Senior Vice President, Sales, at DATA Group. “Adding the latest digital printing equipment and workflow processes will enable us to continue to provide a superior high-end digital colour production offering for our customers’ evolving requirements.”

Xerox was recently positioned by Gartner, Inc. in the Leaders Quadrant of the 2015 Magic Quadrant for Managed Print and Content Services Worldwide<sup>1</sup> for the eighth consecutive year.

“The biggest thing we’re getting from this deal is improved productivity, primarily from having a single, consistent workflow,” added Alan Roberts, Senior Vice President, Operations, at DATA Group. “We’re also getting more capacity, and we’re getting an expanded colour gamut, to closely match brand colours that we couldn’t match before with xerography.”

The source of the expanded colour gamut is the optional fifth toner station on the Xerox iGen® 5 presses. The fifth toner station enables either orange, green or blue to complement CMYK (cyan, magenta, yellow and black), expanding the presses’ achievable colour gamut to more accurately match up to 90 percent of the Pantone Plus Coated library.

In addition to the iGen 5 presses, DATA Group acquired the following products: Xerox Versant® 80 Press, Xerox Color C75 Press, Xerox DocuPrint® 180MX Enterprise Printing System, Xerox D125 Copier/Printer, Xerox D136 Printer, inline/near-line C. P. Bourg booklet making solution, and several Xerox workflow products, including Xerox FreeFlow Core and the Xerox FreeFlow Print Server.

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<sup>1</sup> Gartner, “Magic Quadrant for Managed Print and Content Services Worldwide,” By Ken Weilersten and Tomoko Mitani, December 2015

**About DATA Group Ltd.**

DATA Group Ltd. is a managed business communications services corporation 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 1,435 employees working from 26 locations across Canada and the United States to accomplish this.

Additional information relating to DATA Group Ltd. is available on [www.datagroup.ca](http://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](http://www.sedar.com).

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