



For Immediate Release

**DATA GROUP LTD. ANNOUNCES CORPORATE REBRANDING as
"DATA COMMUNICATIONS MANAGEMENT"**

Brampton, Ontario – March 7, 2016 - DATA Group Ltd. (TSX: DGI) ("DATA" or the "Company") today announced a complete corporate rebranding, including a new operating name. Effective immediately, the Company will operate as "DATA Communications Management" and feature a new logo, website, web domain (www.datacm.com) and "go to market" strategy.

"The products, services and values we deliver to our clients have evolved over the past few years, and yet our brand has stayed the same. It was time to make our outside better reflect what we do on the inside," said Jeff Gladwish, Vice President, Marketing & Corporate Development. The new website also features a refreshed value story that will clarify the role that the Company plays in driving results for its clients. "We hear from our clients all the time how important campaign management and communication execution is to the overall success of their business. We can play a leading role as an *Execution Engine* and partner for mid and large sized companies to ensure they maximize the time and resources they put into their communications," continued Gladwish.

The rebranding will fold all existing sub-brands of the Company – with the exception of Multiple Pakfold - under the new "DATA Communications Management" brand, including "The FSA Group" which had previously maintained a separate identity.

"We spent much of 2015 right-sizing our business and priming it for renewal. I'm excited that we're now moving into the growth phase of our plan and this rebranding is just the beginning of our journey" said Michael Sifton, President and CEO.

DATA also announced plans to change its legal name to "DATA Communications Management Corp." The legal name change is subject to the approval of DATA's shareholders, which will be sought at the Company's next annual and special shareholders meeting.

About DATA Group Ltd.

At DATA, we are experts at planning and driving business communications. We help marketers and agencies unify and execute communications campaigns across multiple channels, and we help operations teams streamline and automate document and communications management processes. Our core capabilities include direct marketing, print services, labels and asset tracking, event tickets and gift cards, logistics and fulfilment, content and workflow management, data management and analytics, and regulatory communications. We serve clients in key vertical markets including financial services, healthcare, lottery & gaming, retail, not-for-profit and energy. We are strategically located across Canada to support clients on a national basis, and serve the U.S. market through our facilities in Chicago, Illinois.



Additional information relating to DATA Group Ltd. is available at www.datacm.com, and in the disclosure documents filed by DATA Group Ltd. on the System for Electronic Document Analysis and Retrieval (SEDAR) at www.sedar.com.

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FORWARD-LOOKING STATEMENTS

Certain statements in this press release constitute “forward-looking” statements that involve known and unknown risks, uncertainties and other factors which may cause the actual results, performance, objectives or achievements of DATA, or industry results, to be materially different from any future results, performance, objectives or achievements expressed or implied by such forward-looking statements. These statements reflect DATA’s current views regarding future events and operating performance, are based on information currently available to DATA, and speak only as of the date of this press release. These forward-looking statements involve a number of risks, uncertainties and assumptions and should not be read as guarantees of future performance or results, and will not necessarily be accurate indications of whether or not such performance or results will be achieved. Many factors could cause the actual results, performance, objectives or achievements of DATA to be materially different from any future results, performance, objectives or achievements that may be expressed or implied by such forward-looking statements. The principal factors, assumptions and risks that DATA made or took into account in the preparation of these forward-looking statements include the limited growth in the traditional printing industry and further potential declines in sales of DATA’s printed business documents relative to historical sales levels for those products; the risk that changes in the mix of products and services sold by DATA could adversely affect DATA’s financial results; the risk that DATA may not be successful in reducing its dependence on its legacy print business, reducing costs, reducing its long-term debt, repaying or refinancing its outstanding 6% convertible unsecured subordinated debentures, and growing its digital communications business; the risk that DATA may not be successful in managing its organic growth; DATA’s ability to invest in, develop and successfully market new digital and other products and services; competition from competitors supplying similar products and services, some of whom have greater economic resources than DATA and are well-established suppliers; DATA’s ability to grow its sales or even maintain historical levels of its sales of printed business documents; the impact of economic conditions on DATA’s businesses; risks associated with acquisitions by DATA; increases in the costs of paper and other raw materials used by DATA; and DATA’s ability to maintain relationships with its customers. Additional factors are discussed DATA’s other publicly available disclosure documents, as filed by DATA on SEDAR (www.sedar.com). Should one or more of these risks or uncertainties materialize, or should assumptions underlying the forward-looking statements prove incorrect, actual results may vary materially from those described in this press release as intended, planned, anticipated, believed, estimated or expected. Unless required by applicable securities law, DATA does not intend and does not assume any obligation to update these forward-looking statements.