

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 torn piece of paper or a watercolor splash. The background is irregular and extends to the left and top edges of the image.

For Immediate Release

***THE DATA GROUP EXPANDS
LARGE FORMAT SIGNAGE SOLUTION***

Expanded end-to-end solution helps clients increase revenue

Brampton, Ontario — September 27, 2013 — DATA Group Inc. (TSX: DGI) ("The DATA Group", "DATA") has expanded its solution for large format promotional signage.

DATA's solution is especially beneficial to retail and financial services clients. The expanded services can now support the entire signage campaign process, from planning and creation to printing, shipping, in-store installation and takedown.

"DATA is helping our clients meet the challenges of driving increased revenue. Our large-format solution will streamline campaign processes, provide the right signage is installed in each location and ensure the fastest possible time to market," said Alan Roberts, Vice-President On Demand Services and Marketing Campaign Management. "In addition, we deliver peace-of-mind service that lets clients offload an entire large-format campaign, knowing that it will be expertly executed."

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.

Additional information is also available 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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