



**For Immediate Release**

***DATA COMMUNICATIONS MANAGEMENT CORP. ANNOUNCES  
APPOINTMENT OF GREGORY J. COCHRANE AS PRESIDENT***

**Brampton, Ontario – November 2, 2016** – DATA Communications Management Corp. (TSX: DCM) (“**DATA**”) announced today that Gregory J. Cochrane has been appointed as President of DATA effective November 28, 2016. In his new role, Mr. Cochrane will assume certain of the responsibilities currently performed by Michael G. Sifton as Chief Executive Officer (“**CEO**”) and President, with a focus on sales and business development. Mr. Sifton will remain as CEO of DATA with a focus on financial and strategic initiatives. Mr. Cochrane has resigned as a director of DATA, effective immediately.

Michael Sifton commented “I am very excited to announce Greg’s appointment to our senior management team. Greg is highly respected for his diverse business background, with particular recognition of his leadership in the communication and marketing services arena, and more than 35 years’ experience investing in and building public and private growth companies.”

In 1981, Mr. Cochrane with his business partner built out one of the largest Canadian event and conference companies, Mariposa Communications, which was sold in 1997 to Mosaic Group, a publicly traded marketing services business, where he remained in a senior role until 2001.

In 2001, he was a lead investor in Pareto Corporation, a start-up marketing services business which became publicly listed in 2004, and where he remained a director until its sale to a private equity firm in 2010.

In 2011, Mr. Cochrane and his business partners bought Synergex Logistics which they subsequently took public, integrating the company with Wheels Group, one of Canada’s largest third party logistics firms. Wheels was subsequently sold in 2015 to publicly listed Seattle-based Radiant Logistics.

In 2015, Mr. Cochrane and his partners backed the management buyout of a national insurance brokerage, Jones Brown Inc., where he is Chair of the Board.

Currently, Mr. Cochrane serves on the advisory boards of Clarus Securities, Kensington Capital Partners and Lumira Capital. His current not-for-profit board work includes serving on the advisory board of the Stephen J.R. Smith School of Business at Queen’s University as well as co-chair of Capitalize for Kids, Canada’s premier investment conference.

He holds a Master of Business Administration degree from the Smith School of Business and a business degree from Bishop’s University.

## About DATA Communications Management Corp.

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 such as financial services, retail, healthcare, lottery and gaming, 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 Communications Management Corp. is available on [www.datacm.com](http://www.datacm.com), and in the disclosure documents filed by DATA Communications Management Corp. on the System for Electronic Document Analysis and Retrieval (SEDAR) at [www.sedar.com](http://www.sedar.com).

-- 30 --

### **For further information, contact:**

Mr. Michael G. Sifton  
President & Chief Executive Officer  
DATA Communications Management Corp.  
Tel: (905) 791-3151

Mr. James E. Lorimer  
Chief Financial Officer  
DATA Communications Management Corp.  
Tel: (905) 791-3151  
[ir@datacm.com](mailto:ir@datacm.com)