



**DATA**

**For Immediate Release**

***THE DATA GROUP LAUNCHES  
NEW WEB-BASED DIRECT MARKETING SERVICES***

**Brampton, Ontario — November 3, 2011** — The DATA Group Income Fund (TSX: DGI.UN) (“The DATA Group”) today announced the launch of new web-based direct marketing services. “Our new services will help our clients optimize their marketing investment by integrating their marketing communications. We are enabling clients and their agencies to plan, create, deploy and monitor complete marketing campaigns across multiple media channels through our single online interface,” said Michael Suksi, President and CEO of The DATA Group.

“At The DATA Group, we believe this is the future of marketing,” said Mr. Suksi. “Many of our clients are asking for a one-stop solution to create exciting direct marketing campaigns that provide personalized, compelling offers to each of their customers. These campaigns involve a combination of data analysis, creative design, print and electronic messaging, as well as reporting on each campaign’s results. We are very pleased to be able to offer these new cross-channel marketing services to meet the growing demand. The opportunities to combine these services with our existing gift card, direct mail and web-based print solutions are tremendous. In addition, we are enthusiastic about how well cross-channel marketing fits with our recently announced acquisition of the Fulfillment Solutions Advantage Inc. (“FSA”) and FSA Datalytics Canada Inc. (“Datalytics”).”

FSA provides services in the growing area of digital direct mail, fulfillment, loyalty programs, promotional contest management and call centre services. Datalytics provides complimentary personalized direct marketing through a number of integrated channels such as mobile communications, email and personalized web pages, as well as database marketing services such as social media monitoring and predictive analysis of consumer data.

“We anticipate combining The DATA Group’s new cross-channel services with FSA’s and Datalytics’ offering. This will expand our combined capability and capacity in this exciting new area,” said Mr. Suksi.

“Our cross-channel offering eliminates the need to manage multiple vendors, content versions and creative design processes in that all the various channels converge in one central hub, enabling us to effectively integrate and track all communication,” said Tanya Stambolic, Vice President, Digital and Direct Marketing Solutions at The DATA Group. “The result is simplified yet more effective targeting of customers using their media preferences. Among the benefits of cross-channel marketing are increased efficiency, higher response rates and more in-depth, accurate reporting.”

“Cross-channel marketing is delivered through DATA’s Cross-Channel HUB, an online solution that enables clients to automatically target an array of channels using personalized variable content,” continued Ms. Stambolic.

These channels include direct mail, email, personalized URLs (PURLS), mobile applications, personalized gift cards, and social media networks. The Cross-Channel HUB is flexible and can be delivered either as a managed full-service solution where DATA provides clients and their agencies with all hosting and marketing support, or as a service that clients manage themselves. The solution is fully scalable and can support single users or multiple franchisees.

### **About The DATA Group**

The DATA Group is a leading provider of document management and marketing solutions. We provide integrated web and print based communications and information management and associated professional services. We differentiate ourselves and provide value to our customers by focusing on innovative, high value solutions and on exceptional performance at delivering on our promises and commitments. We have over 1,800 employees working from 32 locations across Canada to accomplish this.

The DATA Group owns directly and indirectly all of the outstanding partnership units of The Data Group Limited Partnership (the “Data Group LP”) and all of the outstanding shares of the Data Group LP’s general partner, Data Business Forms Limited.

Additional information relating to The DATA Group is available on [www.datagroup.ca](http://www.datagroup.ca), the System for Electronic Document Analysis and retrieval (SEDAR) at [www.sedar.com](http://www.sedar.com), and [www.datagroupincomefund.com](http://www.datagroupincomefund.com).

### **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 The DATA Group and/or the Data Group LP, or industry results, to be materially different from any future results, performance, objectives or achievements expressed or implied by such forward-looking statements. When used in this press release, words such as “may”, “would”, “could”, “will”, “expect”, “anticipate”, “estimate”, “believe”, “intend”, “plan”, and other similar expressions are intended to identify forward-looking statements. These statements reflect The DATA Group’s current views regarding future events and operating performance, are based on information currently available to The DATA Group, 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 or achievements of The DATA Group and the Data Group LP to be materially different from any future results, performance or achievements that may be expressed or implied by such forward-looking statements. The principal assumptions and risks that The DATA Group made or took into account in the preparation of these forward-looking statements include the impact of the economic conditions on the Data Group LP's businesses; the risk that the DATA Group may not be successful in growing its business or in managing its organic growth; risks involved with acquisitions including the risk of liabilities and contingencies that The DATA Group may not discover in its due diligence prior to consummation of a particular acquisition; the Data Group LP's ability to grow its sales or even maintain historical levels of its sales of product and services including printed business documents; increases in the costs of paper and other raw materials used by the Data Group LP; the Data Group LP's ability to maintain relationships with its customers; competition from competitors supplying similar products and services; and the application of recent changes to the income tax treatment of certain income trusts, such as The DATA Group, which, as of January 1, 2011, subject The DATA Group to tax. Additional factors are discussed elsewhere in this press release and under the heading "Risks and Uncertainties" in The DATA Group's management's discussion and analysis and in The DATA Group's other publicly available disclosure documents, as filed by The DATA Group on SEDAR ([www.sedar.com](http://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, The DATA Group does not intend and does not assume any obligation to update these forward-looking statements.

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