



For Immediate Release

***THE DATA GROUP LAUNCHES
NEW DIGITAL PUBLISHING SOLUTION***

Brampton, Ontario – November 22, 2011 - The DATA Group Income Fund (TSX: DGI.UN) (“The DATA Group”) today announced the launch of a new digital publishing solution called Limelight PhotoBooks. “Businesses are looking for new ways to differentiate their services, build relationships with their customers and grow revenue. At the same time, web-based photobooks and calendars are growing in popularity because they allow people to create evocative stories about memorable events in their lives and because the technology to enable them is in place. Canadian households have a high level of internet and digital camera penetration” said Tanya Stambolic, Vice President, Digital and Direct Marketing Solutions at The DATA Group.

“Limelight connects the needs of businesses with this growing photobook popularity. Limelight enables businesses to offer their customers customized photobooks and calendars using personal photos and story lines combined with professional content provided by The DATA Group. Limelight is one of the few solutions of its kind designed specifically for businesses to connect with their customers. It’s ideal for a wide range of market applications, from retail and travel to event planning, associations, entertainment, sporting events and not-for-profit organizations” continued Ms. Stambolic.

Limelight is a web-based application that businesses can brand and offer to consumers in the form of a customized website. Their customers log on to the website and create personalized photobooks and calendars which also can be branded with client-specific content. The DATA Group handles all site customization as well as back-end eCommerce, print fulfillment and customer support. Businesses receive a rebate for every product sold.

“The launch of Limelight is another step in The DATA Group’s growth strategy. We are launching a series of innovative new products and services in high-growth, digital services areas” said Michael Suksi, President and CEO of The DATA Group.

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 1,950 employees working from 33 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 at our main web site; www.datagroup.ca, our investor web site; www.datagroupincomefund.com and 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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