

FOR IMMEDIATE RELEASE

DATA#3 RESPONDS TO CUSTOMER SOVEREIGNTY ISSUES WITH AUSTRALIAN TRUSTED CLOUD SERVICES

Brisbane, Australia — October 12th, 2011 — Data#3 (ASX: DTL) today announced it has invested in its own Australian based infrastructure to provide trusted cloud solutions for its customers. This investment by the Australian ICT solutions company extends its infrastructure design, deploy and operate offerings to include a ‘pay per use’ off-premises alternative as part of its overall Technology Consumption Model.

Data#3 has been providing customers with a range of public cloud Software as a Service (SaaS) and private cloud options over the last three years. This trusted cloud Infrastructure as a Service (IaaS), available nationwide, extends that choice and has seen a number of customers quick to take advantage of the benefits.

“Working closely with our customers, it became clear that the real world in which they operate requires a hybrid of service types across what we’ve defined as the Technology Consumption Model. Trusted cloud is one of the more recent ways in which our customers are choosing to consume technology,” said Laurence Baynham, Data#3 Group General Manager.

“Our Technology Consumption Model proposes that our customers can select from seven ways in which to consume technology from Data#3. To help them navigate this array of choices, we have expanded our strategic consulting practice to incorporate specialised expertise to guide them to the right combination to suit their own needs,” continued Baynham.

The seven modes in Data#3’s Technology Consumption Model are procurement of a software or hardware product, procurement of expertise, procurement of a solution integrating product and services, contracting for an outcome over time via outsourcing, or contracting on a pay per use basis for private, trusted and public cloud services. With trusted and public cloud in particular offering rapid, scalable availability, and payment through operational expenditure rather than capital expenditure, organisations have unprecedented flexibility in the way they consume technology.

“Our customers are demanding secure cloud-based solutions on Australian soil to meet stringent data sovereignty requirements. As an Australian company, Data#3 made the choice to locate its infrastructure and services within Australia and we intend to continue this, with additional investment planned in the coming year,” said Baynham.

“Since we offer the complete range of technology consumption choices and work with all the leading global vendors, we do not have a vested interest in pushing one particular option, choosing instead to work with the customer to pick and mix to meet their own unique needs. For many, the best solution will come from the hybrid combination of on premise and cloud computing that can be scaled up and down according to user demand,” concluded Baynham.

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About Data#3

Data#3 Limited [ASX: DTL] is a national Information and Communication Technology (ICT) solutions company.

Data#3 provides market leading expertise in:

- Software licensing and software asset management solutions to optimise and manage the acquisition of software licensed in volume from global manufacturers;
- Integrated solutions to design and deploy hardware and software infrastructure integrating the desktop, network and data centre;
- Product solutions for procuring, configuring and rolling-out technology cost effectively;
- Managed services to provide outsourced solutions for infrastructure operations, support and maintenance;
- People solutions to provide contract and permanent recruitment and human capital performance management.

Data#3's customers cover a wide range of industries including banking and finance, mining, tourism and leisure, legal, healthcare, manufacturing, distribution, government and utilities located throughout Australia and Asia Pacific.

Data#3 reported revenues of \$697 million in the 2010/11 financial year, and has approximately 650 employees. The company is headquartered in Brisbane, and has offices located in Sydney, Melbourne, Canberra, Adelaide, Perth, Townsville, Rockhampton and Gladstone.

More information about Data#3 and its solution offerings is available at <http://www.data3.com.au>

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