MEDIA RELEASE

Data#3

Data#3 announces new strategic partnership with EMC

February 3, 2012; Brisbane, Australia: Data#3 Limited, one of Australia's leading Information and Communications Technology companies, today announced a new strategic partnership with global information management, software and infrastructure provider, EMC Corporation.

The agreement positions Data#3 as a national EMC Signature Partner, the highest partner level available.

Group General Manager, Laurence Baynham said that partnering with EMC Corporation places Data#3 in an exceptional position to meet its customer's increasing demands of efficiently managing large volumes of critical data and information.

"This announcement is consistent with our current strategy to partner with global leaders so that we can continuously provide the best solutions to meet our customers' needs.

"Managing the ever increasing volumes of data and information is a significant component of ICT investment. Businesses have an escalating need to effectively control and mitigate risk in complex infrastructure environments while taking the user experience for accessing, sharing and collaborating on enterprise content to a new level," concluded Baynham.

Data#3's long standing relationships with many of the world's leading technology vendors is a key component of its strategy to provide choice for its customers in sourcing and applying technology to meet their objectives.

Data#3 sees this partnership as a new market growth opportunity in which EMC's portfolio complements the existing offerings in its Solutions Framework and adds to the choices its customers have in deploying technology across its Technology Consumption Model with on-premise, cloud or hybrid solutions.

About EMC
EMC Corporation is a global leader in enabling businesses and service providers to transform their operations and deliver IT as a service. Fundamental to this transformation is cloud computing. Through innovative products and services, EMC accelerates the journey to cloud computing, helping IT departments to store, manage, protect and analyze their most valuable asset — information — in a more agile, trusted and cost-efficient way. Additional information about EMC can be found at australia.emc.com

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

Data#3 provides market leading expertise across our four areas of specialisation:

- **Software**: Solutions in software licensing and asset management to optimise and manage the acquisition of software licensed in volume from global manufacturers

- **Infrastructure**: Solutions to design and deploy hardware and software infrastructure integrating the desktop, network and datacentre, including procuring, configuring and rolling-out technology cost effectively

- **Services**: Solutions to provide professional and managed outsourced (cloud) services 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 1,000 permanent and contracted 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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For additional information:

Ally Burt
Team Leader – Marketing Communications, Data#3 Limited
Tel: 07 3243 6216 | Mob: 0427 189 988 | Email: ally_burt @data3.com.au

Laurence Baynham
Group General Manager, Data#3 Limited
Tel: 07 3243 6210 | Mob: 0413 155 150 | Email: laurence_baynham@data3.com.au

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