

FOR IMMEDIATE RELEASE

Data#3's JuiceIT: Bigger and Better in 2012

February, 16, 2012; Brisbane, Australia: Data#3 Limited, one of Australia's leading ICT companies, will connect more than 800 customers with 27 of the world's leading technology vendors in March at **JuiceIT**.

Perth now joins Brisbane and Adelaide as a host city for **JuiceIT** in 2012. The event will be headlined with keynote presentations from Data#3's Managing Director, John Grant and the host of the ABC's New Inventors, James O'Loughlin.

The overarching theme of Innovation, highlighted by both keynotes, underlines Data#3's commitment to enhance customer outcomes and expose how productivity growth can be achieved.

The agenda boasts over 30 sessions, including in-depth presentations from Data#3's Solution Specialists and world-leading technology partner experts who will cover topics such as cloud, collaboration, mobility and the end-user computing revolution. In addition, the Customer Immersion Experience will be running in parallel, offering delegates the opportunity for a hands-on encounter with the latest technologies.

Now in its fourth year, **JuiceIT** is designed for customers seeking the latest insight and information from Data#3's technology partners, including inaugural Diamond Sponsors HP and Intel.

"HP is pleased to sponsor JuiceIT 2012. Partnering for this event exemplifies the strength of our relationship with our HP Premier Business Partner, Data#3. JuiceIT connects HP to delegates from a diverse range of industries and is a unique platform to deliver our Converged Infrastructure Strategy to market," commented Carolyn Drury, Group Marketing Manager, HP Enterprise Servers, Storage and Networking, South Pacific.

"We are excited to be participating in JuiceIT 2012 where we will discuss our vision for cloud computing and the latest evolution in PCs - the Intel inspired Ultrabook™," said Daniel Anderson, Enterprise Marketing Manager, Intel Australia.

This full-day event is the perfect forum for customers looking to leverage technology for innovation and productivity gains.

Managing Director, John Grant said that the event format continues to draw delegates year after year.

“**JuiceIT** connects customers to technology partners and showcases Data#3’s solution experts and strategies.

“The sessions on offer provide delegates with the opportunity to gain innovative insights to achieve business outcomes. Building upon the event theme, we hope to help delegates understand how innovation through the adoption and application of world leading technologies can make a difference to productivity in their business,” concluded Grant.

27 World Leading Technology Vendors, 1 location, 1 day. **JuiceIT**: bigger and better in 2012.

JuiceIT will be held in March 2012:

Adelaide: Wednesday March 14 – Hilton Hotel

Perth: Wednesday March 21 – Burswood Entertainment Complex

Brisbane: Wednesday March 28 – Hilton Hotel

For more information and to register attendance visit: www.juiceit2012.com.au

Twitter hashtag: #juiceit2012

About Data#3

Data#3 Limited [ASX: DTL] is one of Australia’s leading Information and Communication Technology (ICT) Solutions companies.

Data#3 provides market leading expertise across a wide range of industries throughout Australia and Asia Pacific. Our expertise is expressed through a range of ICT solutions that incorporate technologies from the world’s leading vendors and help address the many ways that our customers choose to adopt technology.

We consult with our customers to help them design, deploy and manage technology solutions through our five specialist businesses:

- **Licensing Solutions:** for software licensing, asset management and business productivity
- **Product Solutions:** for hardware supply, warehousing, configuration, deployment and disposal
- **Integrated Solutions:** for strategic consulting and the design and deployment of infrastructure and software technologies

- **Managed Services:** for essential support, selective outsourcing, and cloud-based infrastructure as a service and software as a service
- **People Solutions:** for contractor and permanent recruitment and human capital performance management

Data#3 reported revenues of \$697 million in the 2010/11 financial year, and has approximately 1,000 employees. The company is headquartered in Brisbane and has offices across Australia.

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

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