

DAT Group PLC
11 November 2005

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DAT Group plc

("DAT" , "the Company" or "the Group")

PROPOSED CHANGE OF NAME
DAT to change name to Synchronica plc

London, 11 November 2005 - DAT Group plc, an international developer and provider of mobile device management and synchronisation solutions, today announces that it plans to change its name to Synchronica plc, subject to receiving shareholder approval at an Extraordinary General Meeting (the "EGM").

In the process of reviewing the entire business earlier this year, the Board came to the conclusion that to be successful in global markets, the Group needs to have a unique and strong brand name. The name has to be remembered by potential customers and ideally should reflect the business activities of the Group - synchronisation and mobile device management.

The Synchronica brand, originally developed by Synchronica GmbH, was acquired by the Group as part of its purchase of Synchronica GmbH in March 2005. DAT therefore owns the rights to use the name on an international basis and the name reflects the Group's focus on software products related to synchronisation and mobile device management.

The EGM will be held at 9.00 a.m. on 8 December 2005 at Scheidegg Limited, 46 Cannon Street, London and assuming the necessary resolution is passed by shareholders, it is anticipated that the change of name, and trading under the new ticker 'SYNC', will take effect from 8.00 a.m. on 12 December 2005.

A circular has today been posted to shareholders convening the EGM, copies of which will be available from Panmure Gordon & Co at Moorgate Hall, 155 Moorgate, London EC2M 6XB for a period of one month from the date of this announcement.

Carsten Brinkschulte, CEO of DAT Group commented: "We believe that the name change will reinforce our new company strategy. Our goal is to build a brand for the Group which is synonymous with its products. To do this we will develop and implement an aggressive marketing campaign that creates recognition of our Company and its products among our partners and customers around the world."

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Notes to Editors

About DAT Group plc

DAT Group plc focuses on mobile management solutions for operators, device

manufacturers, retailers and enterprises. The company offers a varied product portfolio ranging from data synchronization (DS) to device management (DM), firmware updates over-the-air (FOTA) and mobile device management (Enterprise Assistant). DAT has unique expertise in smart devices across all platforms based on its market-leading over-the-air (OTA) delivery platform. Based in the UK, the company also has offices in Germany and the U.S. DAT is a public company listed on the London Stock Exchange. More information about DAT is available at www.datgroup.com

About Synchronica

Synchronica focuses on SyncML synchronization and device management solutions for mobile operators, device manufacturers, and enterprises. The company offers a complete SyncML product portfolio ranging from data synchronization (DS) to device management (DM) and firmware update over-the-air (FOTA). Synchronica has a strong track record in the SyncML space, including the launch of the world's first SyncML DM FOTA server with a leading European device manufacturer. The Synchronica SyncML Gateway provides over-the-air synchronization of SyncML-enabled mobile phones with corporate Microsoft Exchange servers. More information is available at www.synchronica.com

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