

DataWind joins hands with Spice Retail

- Expands India retail footprint

National Capital Territory of New Delhi, India, September 05, 2014:DataWind Inc. (TSX: DW), maker of the Aakash and UbiSlate tablets, and a leading provider of wireless web access products and services in India, announced today that it has partnered with Spice Retail, the largest mobile device retail chain in Northern India. Adding this distribution partner increases DataWind's reach to customers in Northern India and expands its national retail footprint to more than 1000 sales locations.

In the first phase of the roll out, Spice Retail will make DataWind products available in the National Capital Territory of New Delhi and soon thereafter expand the distribution to cover its entire chain of 320+ stores spread across Uttar Pradesh, Punjab, Haryana and Rajasthan.

Commenting on the new partnership, Suneet Singh Tuli, President & CEO, DataWind said, "Spice Retail is one of the oldest and most trusted names in mobile device retail. We are happy to have them join our progressive journey towards bridging the digital divide. Through this relationship we hope that customers across the Northern India will have greater and faster access to our enabling products."

Mr. Krishna Kumar, CEO, Spice Retail Ltd. said "It gives us great pleasure to work with DataWind who already have strong technology credentials. Their new products like UbiSlate fill a void in the market for reliable and yet still affordable products. We hope this association right before the festive season will be very fruitful for both of us."

This new partnership comes close on the heels of DataWind's partnership with another major retail chain in southern India and is expected to deliver significant growth to the company's overall sales volume in India. Since its product launch in India in mid-2012, DataWind has consistently ranked as one of the top players in the tablet PC segment in India

DataWind will now offer its entire product range of UbiSlate Tablet PCs and PocketSurfer Smartphones available off-the-shelf at Spice Retail's HotSpots

About Datawind:

DataWind is a leader in low-cost Internet connectivity for emerging markets. DataWind's mission is to bring the Internet, which has the ability to create tremendous social and economic benefits, to billions of unconnected people in the developing world. The Company's Internet Delivery Platform offers a low-cost Internet browsing solution by bundling an affordable tablet device with an inexpensive, pre-paid, 2G Internet service plan.

About Spice Retail

Spice Retail Limited is part of the Dr. BK Modi-led Spice Group (a conglomerate in Telecom, Technology, Entertainment & Financial Services verticals). The Spice Group has a long and rich 30-year history in pioneering products and services in technology, automation, IT and telecom in the Indian market. Spice retail manages and operates India's leading mobile & technology-product retailer Spice Hotspot with over 325 retail stores across key metro cities in India. Spice Retail is voted the best retail store in Customer Service by Mint-Pitch and the Best Large Format Retailer in North India by Voice & Data.

Forward-Looking Information

This press release contains "forward-looking information" within the meaning of applicable Canadian securities legislation. Such forward-looking information includes information with respect to our goals, beliefs, plans,

expectations, anticipations, estimates and intentions. Forward-looking information is identified by the use of terms and phrases such as “may,” “would,” “should,” “could,” “expect,” “intend,” “estimate,” “anticipate,” “plan,” “foresee,” “believe,” and “continue,” or the negative of these terms and similar terminology, including references to assumptions. Please note, however, that not all forward-looking information contains these terms and phrases. Forward-looking information is based upon a number of assumptions and is subject to a number of risks and uncertainties, many of which are beyond our control. These risks and uncertainties could cause actual results to differ materially from those that are disclosed in or implied by such forward-looking information. These risks and uncertainties include, but are not limited to, the risk factors identified in the Company’s prospectus dated June 27, 2014, which is available on the SEDAR website at www.sedar.com. Consequently, all of the forward-looking information contained herein is qualified by the foregoing cautionary statements, and there can be no guarantee that the results or developments that we anticipate will be realized or, even if substantially realized, that they will have the expected consequences or effects on our business, financial condition or results of operation. Unless otherwise noted or the context otherwise indicates, the forward-looking information contained herein is provided as of the date hereof, and we do not undertake to update or amend such forward-looking information whether as a result of new information, future events or otherwise, except as may be required by applicable law.

No securities regulatory authority has either approved or disapproved the contents of this press release.

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