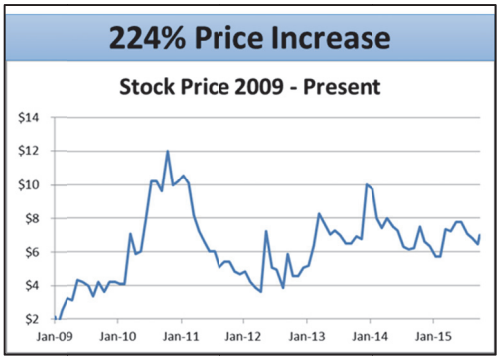
VOTE THE ENCLOSED WHITE PROXY CARD TO PROTECT YOUR INVESTMENT

October 28, 2015

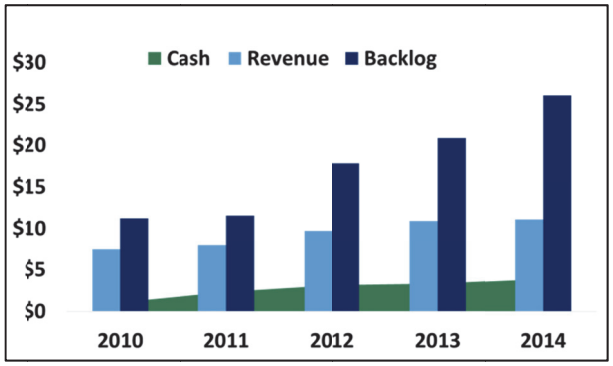
Dear Fellow Stockholders:

At this year's annual meeting on November 11th, you face a critical choice regarding the future of your investment in *DATATRAK*. As you may know, a dissident hedge fund led by Alex Tabatabai and Arosa Investment Management, has launched a costly proxy campaign based on false and misleading statements about our business and our management and is seeking to take control of YOUR COMPANY without paying shareholders a premium for their shares. ***DATATRAK* urges shareholders not to be misled by Alex Tabatabai and Arosa!** Your company has made significant progress in all areas of the business and we are poised for significant future growth if we continue to execute on our strategic plan. We strongly believe that any disruption to the Company and its management and Board would derail the momentum the Company has built over the past several years.

Led by Chairman & CEO, Laurence P. Birch, owner of 131,253 shares or 8.7% of the outstanding shares, *DATATRAK* management has built a strong foundation for sustainable value creation. Our interests are clearly aligned with all shareholders. Consider the following accomplishments:



- **Since the appointment of Laurence Birch as CEO in 2009,** the stock has returned 224%. This is an indisputable fact. Over the one year period ending on October 22, 2015, the stock has increased 11% and has outperformed the OTCM Index, (the OTCM Index includes securities in the OTCQX, OTCQB, and OTC Pink marketplaces, which defines the breadth and depth of the OTC market and provides investors with a benchmark to evaluate their portfolios).
- **We have invested in our technology**. *DATATRAK* not only created the NEXT generation *DATATRAK ONE®* platform with significant new functionality, but we are launching our new, *UX CTMS 360™* product in 2016, **which opens the Company up to a $2 billion dollar market.** The *UX CTMS 360™* solution is causing customers to re-think their current dClinical platforms and choose *DATATRAK*.



- **We have invested in Sales & Marketing** and begun to drive long-term relationships and contracts with customers rather than unscalable, short term engagements.
- **Our backlog has tripled from $11 million to $31 million** and we are converting it into revenue.
- **We have developed new lines of revenue.** We have partnered or contracted with approximately 50 CRO's, which has driven an increase in revenue from less than $1 million in 2008 to more than $6 million today.

- **This quarter DATATRAK signed a 5-year multi-million dollar deal with the largest device company in Europe.**

WE HAVE BUILT A STRONG FOUNDATION FOR FUTURE GROWTH - NOW IS NOT THE TIME TO DERAIL OUR PROGRESS

MR. TABATABAI AND THE AROSA NOMINEES ARE THE WRONG PEOPLE AT THE WRONG TIME FOR *DATATRAK*

As you know from our last letter, when we met with Mr. Tabatabai he praised senior management and our strategic plan. Although he claimed that he wasn't interested ***or even qualified*** to sit on our Board, he was secretly plotting a takeover attempt of your Company, along with a former unsuccessful executive of *DATATRAK*, Jim Bob Ward. ***DATATRAK* strongly believes these are the wrong people to be the stewards of your investment.**

In fact, we strongly believe Arosa and Mr. Tabatabai's misleading campaign has already damaged existing and future customer relationships and the election of his slate poses an immediate risk to the Company and its shareholders.

DATATRAK would encourage its shareholders to look into Mr. Ward's past litigation with the Company to uncover the background on why the Board feels strongly that he is an unsuitable candidate for the Board and poses a significant risk to shareholders, should he be elected.

We believe that through a campaign of erroneous and misleading statements, as well as a misinformed "plan" about nothing, Mr. Tabatabai has demonstrated a dangerous lack of understanding of *DATATRAK*'s progress, our customer relationships, and our business.

DON'T BE FOOLED BY MR. TABATABAI'S FALSE AND MISLEADING ASSERTIONS

MAKE AN INFORMED DECISION BEFORE TURNING OVER YOUR COMPANY TO AROSA

DATATRAK believes Alex Tabatabai and Arosa are out to trick shareholders into believing that they have a "plan" for the Company. However, the Company is confident that its shareholders will see through Mr. Tabatabai's erroneous statements and will recognize the underlying facts: Mr. Tabatabai lacks a serious understanding of today's DATATRAK or its business, and his "plan" would serve only to destroy shareholder value.

DATATRAK on October 27th issued a press release, which we have also included with this letter, which provides an accurate discussion of the Company's business and the background of Arosa's misrepresentations. Additionally, we have also issued an investor presentation that sets the record straight. We urge you to take a few minutes to review these important materials and make an informed decision before you cast your critically important vote. Your board urges you not to rely on what we believe are the false misrepresentations of the dissident group. Our investor presentation can be found in the investor section of our website. Here is a link HTTPS://www.slideshare.net/secret/xxYzGLaydchqe

PLEASE VOTE THE WHITE PROXY CARD TO PROTECT YOUR INVESTMENT IN *DATATRAK*!

DO NOT LET TABATABAI DESTROY THE VALUE OF YOUR INVESTMENT!

Vote the WHITE proxy card or voting instruction form today. Your vote is important regardless of the number of shares you own.

- **If you have already voted a Blue proxy card, a later dated WHITE proxy card will revoke that vote.**
- **Only your latest date vote counts.**
- **Please vote each and every WHITE proxy you receive as you may hold multiple accounts.**

*If you have any questions, require assistance in voting your **WHITE** proxy card, please contact Morrow & Co., LLC at the phone numbers or email listed below.*

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