



NEWS RELEASE

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Xentel Announces the 4th Annual *COMEDYFEST Tour 2008

*As the Canadian Police Association Strengthens the Voice for Justice,
Community Safety and Victims of Crime.*

Toronto, Ontario, May 14, 2008: Xentel DM Incorporated (TSXV:XDM) a North American specialty entertainment and relationship marketing company, today announces the **4th Annual COMEDYFEST Tour** featuring national and international renowned comedians on a 14 city tour in the Maritimes, Western Canada and Ontario May thru October, 2008.

The tour kicks off in Truro, Nova Scotia on May 24, 2008 featuring the comedic trio of Tracey MacDonald & Mark Bennett from Hollywood California and top ranked Canadian, Jim McNally. The line-up of 15 comedians with the COMEDYFEST Tour will perform at specific cities as they entertain thousands across the country with their hilarities. The cross-country tour will wind-up in Kitchener, Ontario on October 30, 2008.

From every ticket sold a portion of the proceeds goes to The Canadian Police Association (“CPA”), who proudly represent 54,000 front line police personnel across Canada; men and women who care about the quality of life in the communities. The CPA sponsors the Canadian Resource Centre for Victims of Crime, which provides assistance to victims’ of crime and provides a voice for victims in our justice system. Monies raised through these comedy shows will help the CPA to strengthen the voice for justice, community safety and victims of crime.

*Tour locations May, 2008 - October, 2008

- Truro, Halifax, Moncton and Fredericton
- Winnipeg, Calgary, Edmonton, Vancouver, Victoria
- Windsor, London, Belleville, Kingston, Kitchener

* Material is recommended for adult audiences only

**for specific dates and times of Comedyfest Tour 2008 go to www.xentelevents.com

About Xentel

Xentel DM Incorporated is one of North America’s leading relationship-marketing concerns and producers of cause related entertainment events. The Company’s success is attributable to proprietary sales tools including technologically advanced teleservices and sophisticated customer databases. Xentel DM Incorporated has over 400 clients and 2,100 employees in over 30 offices across North America.

Certain statements in this press release may constitute “forward looking statements” and involve known and unknown risks, uncertainties and other factors which may cause the actual results, performance or achievements of the Company to be materially different from any performance or achievement expressed or implied by such “forward looking statements”.

The TSX Venture Exchange has neither approved nor disapproved the contents of this announcement