



NEWS RELEASE

XENTEL DM ANNOUNCES LEGENDS CLASSIC TOUR 2006 FEATURING CANADA VERSUS THE WORLD

Captain of Gold Medal-Winning Canadian Women's National Hockey Team and Olympic Gold Medalist Cassie Campbell joins tour as Hall of Fame pays tribute to its newest inductees

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TORONTO (September 20, 2006) — Xentel DM Incorporated (TSX Venture Exchange: XDM) a North American specialty entertainment and relationship marketing company announced today that the HOCKEY HALL OF FAME LEGENDS CLASSIC TOUR will go across Canada November 12 - 19, 2006. This year's celebrations will honour hockey's newest legends, the 2006 Inductees: Dick Duff and Patrick Roy in the Player Category and the late Herb Brooks and Harley Hotchkiss in the Builder Category.

Ron Ellis, Director of Public Relations of the Hockey Hall of Fame, was joined at today's media conference by Olympic Gold Medalist Cassie Campbell and Hockey Hall of Fame Honoured Member, Dale Hawerchuk (Inducted in 2001), both of whom will be participating in the tour. This year's HOCKEY HALL OF FAME LEGENDS CLASSIC TOUR will feature Team Canada Legends versus Team World Legends and will make stops in Toronto, Ottawa, Edmonton, Calgary and Vancouver. The HOCKEY HALL OF FAME LEGENDS CLASSIC GAME in Toronto will begin at 2:00 PM on Sunday, November 12, 2006 at Air Canada Centre (see enclosed for further details and ticket information) and coincides with the 2006 Induction Weekend/Celebration. For the first time, this year's roster will include Women's Hockey Olympians, Hayley Wickenheiser and Cassie Campbell playing for Team Canada Legends and Angela Ruggiero playing for Team World Legends.

"It's great to have my former teammate Hayley Wickenheiser and from the US Women's National Team, Angela Ruggiero on tour playing alongside an incredible roster of hockey legends and Hockey Hall of Fame Honoured Members," said Cassie Campbell, who just retired as Captain of the Canadian Women's National Hockey Team, "This cross country tour brings great players and Hall of Famers from Canada, the United States and Europe who have experienced some incredible match-ups in the NHL and on the world stage in the last 25 years. At the same time we're able to honour the 2006 Hockey Hall of Fame Inductees."

One of the highlights of the HOCKEY HALL OF FAME LEGENDS CLASSIC GAME in Toronto will be the presentation of the Hugo Boss Official Hockey Hall of Fame Induction Blazer to each of the 2006 Inductees. A tribute to the Inductees will take place in each city of the tour. "This format has become a tradition which gives hockey fans an opportunity to share the Induction experience prior to the more formal proceedings on Monday evening," said Ellis.

A portion of the proceeds from the 2006 HOCKEY HALL OF FAME LEGENDS CLASSIC TOUR will be shared by the Hockey Hall of Fame and the Canadian Spinal Research Organization ("CSRO"). In addition to in-arena and on-line auctions featuring autographed game-worn "Legends Classic" jerseys, CSRO, under its "Shoot For A Cure" fundraising initiative, will sell souvenir programs and wristbands at all the games.

TSN will broadcast live coverage of the Induction Ceremony beginning at 7:00 PM (EST) on Monday, November 13th, 2006. A one-hour highlight package of Team Canada Legends versus Team World Legends will be aired November 25th on TSN.

For more information regarding the 2006 Induction Weekend/Celebration, visit www.hhof.com or visit www.hhoflegendsclassic.com for photos, player bios and tickets. HOCKEY HALL OF FAME LEGENDS CLASSIC TOUR tickets are also available at Ticketmaster or by calling 1-800-268-7371.

About Hockey Hall of Fame

Established in 1943, the Hockey Hall of Fame is a museum and place of entertainment offering state-of-the-art multimedia presentations and exhibits from its premises at BCE Place, Toronto, Canada. Its mandate is to recognize and honour the achievements of teams and individuals who bring special distinction to the game of hockey, and to collect and preserve objects, images and resource materials connected with the game as it is played in Canada and throughout the world.

About Xentel DM

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 450 clients and 3,000 employees in over 30 offices across North America.

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