



## NEWS RELEASE

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### **Xentel Announces 20<sup>th</sup> Anniversary of the Oldtimers' Hockey Challenge Benefit Tour Across Canada is Showcased on the NHL Network and TSN Featuring Hockey Hall of Famers and Legendary Hockey Heroes**

**Toronto, Ontario, March 3, 2009:** Xentel DM Incorporated (TSXV:XDM) a North American specialty entertainment and relationship marketing company, today announces the **'Ol Time Hockey**, a documentary featuring the **Oldtimers' Hockey Challenge Tour** with Hockey Hall of Famers and Legendary Hockey Heroes, is being aired on the NHL Network and TSN throughout March, 2009.

The 20th Anniversary of the Oldtimers' Hockey Challenge Tour is staged in 57 cities in Canada from coast to coast, featuring a collective team of over 50 Hockey Hall of Famers' and Legendary Hockey Heroes who play the game the way it was meant be played – for fun and for the love of hockey.

These former NHL legends and players travel the country creating the highlights and new memories for hockey fans both young and young at heart. 'Ol Time Hockey documents this star studded squad of former NHL Legends and Hockey Hall of Famers recreating the highlights and telling some amazing stories.

Fans continue to fill arenas throughout the country and the 'Ol Time Hockey one-hour television special illustrates the popularity of this historical game and these great players of the game.

"In the beginning Maurice the Rocket Richard, Frank Mahovlich, Bobby Hull and Guy Lafleur, Yvan Cournoyer were some of the prestigious stars that made up the cast of players on the Oldtimers' Hockey Challenge roster." commented Mike Platz, Chairman

"Now Hockey Hall of Famers Glenn Anderson, Lanny McDonald, Bryan Trottier, Billy Smith, Dale Hawerchuk, Paul Coffey, Gilbert Perreault plus Wendell Clark, Dave "Tiger" Williams, Theoren Fluery and Coach Gerry Cheevers are just some of the great names who add to the competitive spirit, fun and antics of the game. The Legendary Hockey Heroes play local Firefighter and Law Enforcement teams with a portion of the proceeds going to local causes" Mr. Platz added .

The Oldtimers' Hockey Challenge is the most successful tour of its kind in North America and has raised over 8.5 million dollars for hundreds of charities over the past 20 years across the country.

For more information about Xentel go to our websites: [www.xentel.com](http://www.xentel.com) and [www.xentelevents.com](http://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.

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