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XENTEL AND THE RESPONSIVE MARKETING GROUP ANNOUNCE CLOSING OF MERGER

Calgary, Alberta and Toronto, Ontario March 4, 2010: **Xentel DM Incorporated** (Xentel) (TSXV: XDM) and **The Responsive Marketing Group Inc.** (RMG) are pleased to report that their merger announced on February 24, 2010 has closed effective March 3, 2010.

To effect the merger, Xentel has issued 8,269,585 Class A common shares from treasury to the former shareholders of RMG in consideration for their RMG shares. Pursuant to the merger arrangements the significant Xentel shareholders have entered into a Shareholders' Agreement which will be filed on SEDAR.

Certain statements in this press release may constitute "forward looking statements" reflecting our current beliefs, plans, estimates and expectations. These forward looking statements involve known and unknown risks, uncertainties and other factors which may cause the actual results, performance or achievements of the Company or the combined companies to be materially different from any performance or achievement expressed or implied by such "forward looking statements". Except as required by applicable securities laws, we undertake no obligation to update any forward looking statements for any reason after the date hereof to conform these statements to actual results or to changes in our expectations.

The TSX Venture Exchange does not accept responsibility for the adequacy or accuracy of this release.