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XENTEL ANNOUNCES SHRINERS LARGEST FUNDRAISING TOUR

Calgary, Alberta, April 17, 2008: Xentel DM Incorporated (TSX Venture Exchange: XDM) a North American specialty entertainment and relationship marketing company, today announces the Annual Shrine Circus Tour 2008, one of the largest fund-raising and family events sponsored by the Shriners.

Xentel DM will stage and present 178 performances of the Shrine Circus in 40 cities throughout southern Alberta, Ontario and Quebec from May through September, 2008. The Shrine Circus provides a quality, fun-filled, family experience with proceeds going to a great cause – the good work of Shriners.

The Shriners, an international fraternity of approximately 400,000 members world wide, are best known for its official philanthropy helping hospitals, especially children suffering from burns and crippling diseases. The circus also provides underprivileged children and their families a day of fun that would not normally be possible for them.

The Shrine Circus is one of the most successful and longest running tours of its kind in Canada. Since 1982, Xentel DM (formerly – GWE Group Inc.) has brought the Shrine Circus to cities and communities from coast to coast throughout Canada. The Shrine Circus, features internationally renowned acts that continue to amaze the millions, young and old alike, who have taken in Big Top experience while helping a good cause.

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.

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.