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**XENTEL ANNOUNCES**  
**CFL PA PRO PLAYERS CROSS COUNTRY TOUR**  
**TO RAISE FUNDS FOR GOOD CAUSE**

Toronto, Ontario, July 14, 2008: **Xentel DM Incorporated** (TSXV: XDM) a North American specialty entertainment and relationship marketing company, announces the 16<sup>th</sup> Annual Allstars Baseball Benefit & 7<sup>th</sup> Annual Celebrity Slow Pitch Tours featuring CFL Hall of Famers and CFL PA Pro Players in charity softball games from coast to coast in July and August, 2008.

The roster is made-up of 29 CFL PA Pro Players including 8 CFL Hall of Famers playing such as Terry Evanshen, Rocco Romano, Herm Harrison, Willie Pless, Tony Gabriel, Ben Zambiasi, Peter Dalla Riva and Dave Cutler. They will take on local fire and police organizations in 16 cities across Canada.

From every ticket sold a portion of the proceeds goes to various local charities wherever they play. Over the past 15 years, the Celebrity Slow Pitch and Allstars Baseball tours have raised more than \$1.5 million for charitable organizations across the country. "It's a record we're all proud of!" stated Mike Platz, President & CEO of Xentel.

The tour kicked off in Lethbridge, Alberta, July 2, 2008 and makes stops in major cities across Canada from Victoria to Halifax and will wind up in Hamilton, Ontario August 16, 2008. For specific dates and times of Allstars Baseball Benefit and Celebrity Slow Pitch go to [www.xentelevents.com](http://www.xentelevents.com)

The spirited game of softball combines great fun for the tens of thousands of fans and families who continue to cheer on the local team as well as the CFL PA Pro Players. Enjoy some great entertainment including skydivers, cheerleaders, dancers, displays, clowns and prizes help us chalk up another win for charity!

\*Tour locations: July, 2008 - Lethbridge, Medicine Hat, Red Deer,  
Grande Prairie, Regina, Winnipeg, Calgary  
August, 2008 - Fort McMurray, Victoria, Vancouver, Edmonton,  
St. Catharines, Moncton, Halifax, Fredericton, Hamilton

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