



NEWS RELEASE

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XENTEL ANNOUNCES ELECTION OF HERB WODEHOUSE TO THE BOARD AND AUDIT COMMITTEE

Calgary, Alberta – September 25, 2008: **Xentel DM Incorporated** (TSXV: XDM) a North American specialty entertainment and relationship marketing company, announces the election of its seventh director to the Board of Directors and a member of the Audit Committee.

Michael P. Platz, Chairman of Xentel DM Incorporated is pleased to announce the election of Herb Wodehouse, MBA, FCGA as a new Director and member of the Company's Audit Committee at its recent Board meeting.

Mr. Wodehouse is the managing partner of Whitley Wodehouse, Certified General Accountants in Hamilton, Ontario and has been active with the Certified General Accountants Association, including a term as Ontario President and a long standing member of the Board of Governors. He has been active and served on the Boards of a number of not-for-profit and service organizations.

Mr. Platz said, "We are very pleased to have Mr. Wodehouse on our Board and Audit Committee. He brings a wealth of experience and business acumen and will make a significant contribution to our Board's activities."

The other Board members are Michael P. Platz, David A. Winograd, Bernard Amyot, Frank McAleer, Barry Sattell and Andrus Wilson.

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 2,500 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