



NEWS RELEASE

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XENTEL ANNOUNCES NORMAL COURSE ISSUER BID

Calgary, Alberta – November 13, 2009: **Xentel DM Incorporated** (TSXV: XDM) a North American specialty entertainment and relationship marketing company, announces it has filed a notice of intention with the TSX Venture Exchange (the "Exchange") relating to the repurchase by the Corporation of certain of its issued and outstanding common shares pursuant to a normal course issuer bid undertaken in accordance with the rules and policies of the Exchange. All purchases of common shares will be effected through the facilities of the Exchange and all common shares purchased will be cancelled.

Currently, there are 24,984,755 common shares of the Corporation issued and outstanding. In connection with the normal course issuer bid, the Corporation may purchase up to 1,249,237 common shares (or 5% of the total number of common shares currently outstanding) until November 18, 2010, subject to the rules and requirements of the Exchange. The common share purchases will be made through Acumen Capital Finance Partners Limited. The Corporation has previously purchased 1,309,500 common shares pursuant to a normal course issuer bid between November 13, 2008 and February 27, 2009 at an average purchase price of \$0.103.

In the opinion of the board of directors of the Corporation, the market price of the common shares does not accurately reflect the underlying value of those shares. As a result, the common shares may become available for purchase at prices which make them an attractive investment and an appropriate use of the Corporation's funds. It is anticipated that the purchase of common shares will benefit the remaining shareholders by increasing their equity interest in the Corporation's assets.

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 1,900 employees in over 25 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 does not accept responsibility for the adequacy or accuracy of this release.