



NEWS RELEASE

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XENTEL ANNOUNCES GRANTING OF DIRECTORS' OPTIONS

Calgary, Alberta – November 14, 2008: **Xentel DM Incorporated** (TSXV: XDM) a North American specialty entertainment and relationship marketing company, announces the grant of options to its directors.

Michael P. Platz, Chairman of Xentel DM Incorporated is pleased to announce that the Board of Directors, subject to regulatory approval, has approved the granting of options to the Directors in recognition of their continuing service to the Company and to further align the interests of the Directors with the interest of the Company. The options are to be issued effective November 14, 2008 and will expire October 31, 2013, with an exercise price of \$0.11 per share. Each of the seven directors, namely Michael P. Platz, David A. Winograd, Bernard Amyot, Frank McAleer, Barry Sattell, Andrus Wilson and Herb Wodehouse, are to receive 100,000 options which will fully vest upon issuance.

The shares under these options are reserved under the Company's stock option plan. The Company's stock option plan, when issued, reserved 2,481,366 shares of which there are currently 790,000 shares optioned to employees and, with the current option grant, 1,300,000 shares optioned to directors.

Xentel is one of North America's leading relationship-marketing concerns and producers of cause-related entertainment events. The Corporation's success is attributable to proprietary sales tools including technologically advanced teleservices and sophisticated customer databases. Xentel has over 400 clients and 1,900 employees in over 25 offices across North America.

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