



INTERENTAINMENT'S ORTSBO LAUNCHES ORTSBO APPLE APP For iPhone

NEW MOBILE APP ENABLES REAL-TIME TRANSLATED CHAT IN 53 DIFFERENT LANGUAGES

NEW YORK / LOS ANGELES / SAN MATEO / TORONTO – August 11, 2011 – **Interentainment Media Inc. ("Interentainment" or the "Company") (TSXV: INT / OTCQX: ITMTF / FRA: I4T)** announces that today its division, Ortsbo Inc. (www.ortsbo.com) has launched its first mobile offering of the social media, real-time experiential translation platform, Ortsbo, in the Apple App Store. Ortsbo for iPhone allows users to effectively communicate with individuals around the world in 53 different languages on the iPhone seamlessly and in real time.

The new iPhone app will initially integrate with Facebook's chat service, allowing users to communicate in their native languages in real time at no cost. With other Global social networks joining the mobile portfolio soon, iPhone users will be able to simultaneously login to several chat services, allowing them to conduct multiple text conversations on their friends' preferred service.

An upcoming, enhanced version that will be available for purchase will feature a larger suite of social media networks, iPad and iTouch availability and additional features. Other mobile and portable Ortsbo apps for Android, Windows Phone, Blackberry and Ortsbo's patent pending app O2O are expected later this summer.

The Ortsbo iPhone app can store past translations, giving users complete access to their conversation and translation history. Multiple lines of translated text can be emailed via the app, which offers users another layer of flexibility in both personal and business settings.

"By offering Ortsbo on the iPhone, we are opening a whole new realm of global communication opportunities," **said David Lucatch, President of Ortsbo / CEO of Interentainment Media Inc.** "Our real-time, multi-platform application gives individuals around the world a free way to communicate seamlessly on their devices. With our accurate and speedy translation engine, we are effectively removing the language barrier from online and mobile communication."

The app features translation for the following languages: Afrikaans, Albanian, Armenian, Azerbaijani, Arabic, Basque, Belarusian, Bulgarian, Catalan, Chinese (Simplified), Chinese (Traditional), Croatian, Czech, Danish, Dutch, English, Estonian, Filipino, Finnish, French, Galician, Georgian, German, Greek, Haitian Creole, Hebrew, Hindi, Hungarian, Icelandic, Indonesian, Italian, Irish, Japanese, Korean, Latin, Latvian, Lithuanian, Macedonian, Malay, Maltese, Norwegian, Persian, Polish, Portuguese, Romanian, Russian, Serbian, Slovak,

Slovenian, Spanish, Swahili, Swedish, Thai, Turkish, Ukrainian, Urdu, Vietnamese, Welsh, and Yiddish.

For more information about the Ortsbo for iPhone app, visit www.ortsbo.com, or download Ortsbo Mobile at the iPhone App Store.

To become a Facebook Fan of Ortsbo, sign up at www.facebook.com/ortsbo

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About Ortsbo Inc. www.ortsbo.com

Ortsbo (www.ortsbo.com) enables real-time conversational translation in over 50 languages and seamlessly integrates with today's most popular social media platforms.

Ortsbo Inc. is a division of Intertainment Media Inc., a Rich Media Applications leader, focused on delivering leading edge technology and marketing solutions enabling clients to power enhanced branding, loyalty initiatives and consumer engagement. Selected as a Microsoft Global Agency Initiative partner, Intertainment has joined an elite group of interactive agencies worldwide that Microsoft recommends to its Partners and Customers.

Ortsbo's flagship product for social media (www.ortsbo.com) supports global communications with instant translation capability, real time multi-lingual social media chat connects to PC and Mac computers, mobile browsers as well as all major search engine chat platforms including Microsoft, Google and Yahoo! along with Facebook, iChat, AIM, ICQ, Gadu-Gadu, Ovi, Lotus Sametime, LiveJournal and Tencent QQ and QQ International, China's largest chat platforms and Twitter.

Ortsbo allows users to communicate with family, friends and colleagues around the world, providing users with the ability to break down language and cultural barriers through its easy to use, language centric interface. User demographics have continued to favor the BRIC countries with China remaining the number 1 usage country for Ortsbo followed by Brazil, the US, South Korea, Canada, Taiwan, Germany, Argentina, Russia and India. Ortsbo's Top 10 user countries have a combined population of over 3.4 Billion people.

International rock legend, accomplished global entrepreneur and one of the world's most recognized personalities, [Gene Simmons](#) has endorsed Ortsbo.com, having signed on as a business partner and to serve as Ortsbo's official spokesperson.

The personification of today's globally connected, multi-cultural citizen, Simmons is fluent in five languages, including English, Hebrew, Hungarian, and German, as well as some Japanese and he's working to add Mandarin to his repertoire. Simmons will lend his legendary personality to help spread the word about Ortsbo's unique, translator experience platform that integrates seamlessly with the most popular social media platforms to enable users from around the world to instantly send and receive messages in their native language.

Intertainment Media owns and operates a number of key properties including Ad Taffy, itiBiti, Ortsbo and Magnum. For more information on the Company and its properties, please visit www.intertainmentmedia.com

Headquartered in the Toronto, Canada region, with offices in New York, Los Angeles and San Mateo, CA, Intertainment Media Inc. is listed on the Toronto Venture Exchange under the symbol "INT" (TSXV:INT) and in the US on the OTCQX under the symbol "ITMTF". Intertainment is also traded in Europe, on XETRA under the symbol "I4T".

Neither the TSX Venture Exchange nor its Regulation Services Provider (as that term is defined in the policies of the TSX Venture Exchange) accepts responsibility for the adequacy or accuracy of this release. This news release may contain certain forward-looking information. All statements included herein, other than statements of historical fact, is forward-looking information and such information involves various risks and uncertainties. There can be no assurance that such information will prove to be accurate, and actual results and future events could differ materially from those anticipated in such information. A description of assumptions used to develop such forward looking information and a description of risk factors that may cause actual results to differ materially from forward-looking information can be found in the company's disclosure documents on the SEDAR website at www.sedar.com. The company does not undertake to update any forward-looking information except in accordance with applicable securities laws.

This release may contain forward looking statements within the meaning of the "safe harbor" provisions of US laws. These statements are based on management's current expectations and beliefs and are subject to a number of risks and uncertainties that could cause actual results to differ materially from those described in the forward looking statements. Intertainment Media Inc. does not assume any obligation to update any forward looking information contained in this news release.

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