



Intertainment's Ortsbo Begins Beta Testing of Google Android Platform For Smartphones and Mobile Devices

NEW YORK / LOS ANGELES / SAN MATEO / TORONTO – August 15, 2011 – Intertainment Media Inc. ("Intertainment" or the "Company") (TSXV:INT / OTCQX: ITMTF / FRA: I4T) announces that its social media, real time, experiential communications platform, Ortsbo.com (www.ortsbo.com) has begun beta testing of its Google Android platform for smartphones and mobile devices. This complements the recent market release of Ortsbo for iPhone ("Ortsbo 2Go" / "O2Go"), which in its first week of release received the highest level of product review, 5 Stars, from users.

The launch of Ortsbo's Android beta testing is the latest in a series of mobile solution developments from Ortsbo as it continues to meet its milestone objectives for mobile offerings during Summer 2011. In addition to mobile solutions for Apple and Android, Ortsbo reported earlier that it has filed a patent for its "O2O" mobile platform for portable computing devices and expects that that product line will also be unveiled to consumers over the next 60 days.

Ortsbo for Android, as part of the Ortsbo 2Go mobile suite, is expected to launch in the Android Marketplace by mid September.

With the purchase and integration of Commobility, Ortsbo is currently developing additional secured IP mobile and portable computing technology initiatives, including solutions for multi-lingual communications, location based and proximity communications solutions as well as additional device solutions for Windows Phone and BlackBerry. Details of these applications will be released as they become available.

Android and Apple Lead The Smartphone Way

On August 2, 2011 Mashable.com reported that Google's Android has captured 48% of the smartphone market in Q2 of 2011, hitting an all-time high, according to a report by market research firm Canalys. The report goes on to say that the Android platform has been making big strides during the past year, overtaking Symbian in Q4 of 2010 to become the top smartphone platform, representing a 32.9% market share at that time.

Smartphone adoption continues to grow rapidly across the world, reaching a total of 107.7 million units shipped in Q2 of 2011, a 73% year-on-year growth. Android was the biggest driver of smartphone shipments in Q2, as Android-based smartphone shipments were up 379% year-over-year. <http://mashable.com/2011/08/02/android-market-share/>

In several reports by The Nielsen Company (<http://blog.nielsen.com/nielsenwire/>) from April to late July 2011, Nielsen reports the continued rise of both Android and Apple as leaders in the smartphone market supporting that the majority of new cellphone purchasers are turning to smartphones.

Other Intertainment News:

On August 12th, Standard & Poor's Canadian Index Operations announced the results of their semi-annual review of the S&P/TSX Venture 30 Index, which will become effective after the close of trading on Friday, August 19, 2011, and that Intertainment Media Inc. (TSXV:INT) will be included in the updated index. <http://www.newswire.ca/en/releases/archive/August2011/12/c3519.html>

Upcoming Events:

July through October, 2011 - Ortsbo is an official sponsor and partner of the Izod Indycar Series. Watch for our exciting promotions and event at www.ortsbo.com and www.indycar.com

Through August 2011- Ortsbo 040 - With the launch of Ortsbo's email plug in for Microsoft Outlook, or "O4O", Ortsbo is launching a unique promotion: **Ortsbo Cruise Into Translation**. Users who register and install O4O through August 2011 will have the opportunity to win 1 of 5 trips on the KISS KRUISE in October as well as other VIP prizes. Additional contest ballots will be available for people who refer friends that register and install O4O. To register, please visit www.ortsbo.com

September 20 – 21, 2011 - LA Mobile Entertainment Summit, presented by Ortsbo. Featuring Keynote speaker Gene Simmons and David Lucatch, the LA Mobile Entertainment Summit, presented by Ortsbo brings together the most prestigious group of entertainment, financial and corporate players. The LA Mobile Entertainment Summit's unique environment enables attendees to engage, debate and define the latest developments in the mobile marketplace. With an unprecedented group of mobile opinion leaders, the summit will focus on how companies can monetize with mobile technology. For more information, please <http://www.lamobilesummit.net>

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For the Company's corporate blog, please visit www.intertainmentmedia.com/blog

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 subsidiary 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 one 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.

Two-time NBA MVP Steve Nash to become an official spokesperson for Ortsbo. Leading Ortsbo's global sports fan program, Nash will present and participate in a number of online fan chats with international athletes from a number of sports disciplines.

Entertainment 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.entertainmentmedia.com

Headquartered in the Toronto, Canada region, with offices in New York, Los Angeles and San Mateo, CA, Entertainment 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". Entertainment 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. Entertainment Media Inc. does not assume any obligation to update any forward looking information contained in this news release.

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