



## **Intertainment's Ortsbo Continues Accelerated Growth With Over 185 Million Minutes of User Engagement in July**

**NEW YORK / LOS ANGELES / SAN MATEO / TORONTO – August 8, 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](http://www.ortsbo.com)) continues to accelerate with major milestone achievements generating over 185 Million Minutes of User Engagement, 106 Million Page Views, 34 Million Online Sessions from over 20 Million Unique Users, from over 170 countries and territories during July 2011.

As Ortsbo continues the transition to the Cloud with Microsoft Windows Azure, users continue to increase translation and communications activities, providing a significant increase in overall user engagement statistics and increasing brand recognition.

### **Record Results for July 2011**

Ortsbo's social media offering continues to accelerate achieving record results July 2011.

	<b>July 1 to 15</b>	<b>July 16 to 31</b>	<b>Totals For July 2011</b>
Online Sessions	14,711,799	19,445,349	34,157,148
Page Views	49,811,053	56,886,959	106,698,012
Unique Users For Period	10,207,674	11,605,223	20,153,708*
Minutes of User Engagement	87,811,884	97,533,004	185,344,488

\* Duplicates unique users for first and second half of the month are removed.

### **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](http://www.ortsbo.com) and [www.indycar.com](http://www.indycar.com)**

**Through August 2011- Ortsbo O40 -** 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](http://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 visit <http://www.lamobilesummit.net>

To become a Facebook Fan of Ortsbo, sign up at [www.facebook.com/ortsbo](http://www.facebook.com/ortsbo)

Follow Ortsbo on Twitter

For the Company's corporate blog, please visit [www.intertainmentmedia.com/blog](http://www.intertainmentmedia.com/blog)

**About Ortsbo Inc. [www.ortsbo.com](http://www.ortsbo.com)**

Ortsbo ([www.ortsbo.com](http://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 with 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](http://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.

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](http://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 OTCQZ 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](http://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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