



## **Entertainment's Ortsbo Releases Patent Pending One2One App For Windows Phone 7.5**

**NEW YORK / LOS ANGELES / SAN MATEO / TORONTO – December 8, 2011 – Entertainment Media Inc. ("Entertainment" 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)) has released its patent pending Ortsbo One2One ("O2O") app for Windows Phone 7.5 mobile devices via the Marketplace at [www.windowsphone.com/en-US/marketplace](http://www.windowsphone.com/en-US/marketplace)

Ortsbo One2One is initially an advertising sponsored app that has been localized for download by users from Windows Phone Marketplace and includes support for translation to and from languages that are written from right to left.

O2O is an easy to use, powerful tool that any traveler can't be without. O2O allows you to have a one device conversation with someone seamlessly in over 50 languages. Ortsbo O2O enables mobile phones and portable computing devices to communicate in 2 separate languages directly with the device user and the recipient. A user can type a message in one language and by the action of simply moving the device, the message is instantly translated into the 2<sup>nd</sup> selected language.

The O2O app is ideal for traveling and for communicating with an individual or group, where the user does not speak the native language. Ortsbo's One2One translates your inputted text by using Ortsbo's powerful experiential translation platform allowing a user to communicate with the recipient in a free flowing style without the need for guides or other translation devices.

The Windows 7.5 Operating System ("OS") has dozens of new features including speech to text and driving directions providing an enhanced consumer engagement experience.

According to research analysts IDC, Nokia will begin introducing Windows Phone-powered smartphones in large volumes in 2012 and with Nokia's transition to Windows Phone, the OS is expected to reach and defend a number 2 rank with more than 20% market in 2015.

"Windows 7.5 provides an ideal platform to showcase Ortsbo's patent pending O2O platform, as the Company continues to deliver on its mandate to provide exceptional product offerings for the experiential language market," **said David Lucatch, CEO Entertainment / President Ortsbo Inc.**

Ortsbo, together with its Commobility team continues to develop 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 BlackBerry. Details of future products applications will be released as they become available.

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

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**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 Entertainment 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, Entertainment 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.

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.intertainmentmedia.com](http://www.intertainmentmedia.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".

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