



Ortsbo's Live Coverage of the 2012 Orange British Academy Film Awards Unites 161 Countries Instantly in 53 Languages

Ortsbo files for US patent on its Real Time Closed Captioning Language Translation system

NEW YORK / LOS ANGELES / SAN MATEO / TORONTO – February 14, 2012 – Entertainment Media Inc. ("Entertainment" or the "Company") (TSXV:INT / OTCQX: ITMTF / FRA: I4T) announces that its real time, experiential communications platform, Ortsbo.com (www.ortsbo.com) together with Variety Magazine has unofficially smashed Ortsbo's Guinness World Record established in May 2011 together with its live coverage of the 2012 Orange British Academy Film Awards (BAFTA) with 161 countries viewing the event in 53 instantly translated languages. The broadcast featured live interviews with some of today's biggest stars including George Clooney, Viola Davis, Kenneth Branagh, Berenice Bejo, Octavia Spencer, Tom Hiddleston, Chris Hemsworth, Jim Broadbent, Neil Stiles and Daniel Radcliffe live from the Red Carpet instantly translated with Ortsbo's Real Time Closed Captioning Language Translation System. Ortsbo also provided coverage and commentary of the Winner's press area with award winners including Meryl Streep and Martin Scorsese answering Ortsbo questions from fans around the world.

Ortsbo's Real Time Closed Captioning Language Translation system allows viewers to watch video broadcasts and view an accompanying language real time text stream, like closed captioning found on television broadcasts, but in their personally selected choice of over 50 languages. The system, when combined with other Ortsbo technologies allows viewers to interact with the broadcast, asking questions, providing comments and chatting with other participants in almost any language, in real time.

Since launching its Real Time Closed Captioning Language Translation system at the Variety Entertainment Summit at the 2012 Consumer Electronics Show in Las Vegas, NV, and follow up coverage of the Sundance Film Festival featuring a Live & Global event with Gene Simmons and Stan Lee, Ortsbo has been refining their new leading edge system with its technical team, system concept creator and Ortsbo's Senior Marketing Consultant, Richard Abramson, introducing improved feature sets.

Ortsbo has initiated the filing process with the US Patent Office for its patent pending Real Time Closed Captioning Language Translation System, as it continues to create and define a new category of Internet services, "Real Time Experiential Communications".

The current patent filing is the latest in a series of technical innovations and patent filings that Ortsbo has initiated since its launch in July 2010. Ortsbo's accelerated growth in social media and the growing demand for its services in entertainment, sports and other showcase events is evidence that Ortsbo is breaking down the language barrier enabling every corner of the world to consume real time content in their own language on almost any device.

"The potential business, cultural and communications implications of Ortsbo's Real Time Closed Captioning Language Translation system are immense," **said Entertainment and Ortsbo CEO David Lucatch.** "Ortsbo's patent pending system allows broadcasters of any size, for almost any event, large or small, to reach anyone, anytime or anywhere from a single point of content creation while allowing users to give instant comment and feedback – creating a true global village experience."

As previously announced, Entertainment Media Inc. continues to move forward with its plans to "spin out" Ortsbo as an independent structure for listing on senior Exchanges in Canada and the United States. As part of the "spin out" transaction, Management of Entertainment has proposed that shareholders, as of a

determined record date, will receive a distribution of up to 30% of Intertainment's value of the proposed spin out. This transaction will be subject to all applicable board, shareholder and regulatory approvals. The Company expects to provide further updates throughout February 2012.

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

About Ortsbo's Real Time Closed Captioning Language Translation System

Ortsbo's Real Time Closed Captioning Language Translation System allows viewers to watch video broadcasts, and also view an accompanying language real time text stream, like closed captioning found on television broadcasts, but in their personally selected choice of over 50 languages. This game-changing proprietary system, which is part of Ortsbo's Live & Global platform, provides the ability for universal language broadcasting on a global basis, regardless of the native language of the broadcaster, potentially changing the face of ethnic, cultural, sports, entertainment, business and other forms of online, video and television live and pre-recorded broadcast programming.

Once a user reaches the event web broadcast page, the Language Captioning System will default to the user's pre-set system language. The users can also select the language of their choice from an on-page drop down menu, with continuous live streaming updates. The system will automatically deliver a "real time" effective stream of "closed captioning" in the user's chosen language.

About Ortsbo Inc. www.ortsbo.com

With over 40 Million monthly users in over 170 countries and territories, 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'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 chat platforms including MSN, Google, Facebook, Twitter and Yahoo! and others.

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.

Ortsbo also provides plug-in email translation capabilities for Microsoft Outlook.

Ortsbo's Live & Global platform offers a unique solution for broadcasting events to a global audience, with video and real time, multi-lingual chat. Ortsbo currently hold the Guinness World Record for the most nationalities in an online chat.

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.

Two-time NBA MVP Steve Nash is 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.

Ortsbo is an Academy Partner to the Orange British Academy Film Awards in 2012.

Headquartered in both Los Angeles, CA and the Toronto, Canada area, with additional offices in New York and San Mateo, CA, Ortsbo Inc. is a subsidiary of Intertainment Media Inc. a publicly listed company on the Toronto Venture Exchange under the symbol "INT" (TSXV:INT) and traded in the US on the OTCQX under the symbol "ITMTF". Intertainment is also traded in Europe, on the Frankfurt Exchange on the XETRA trading platform 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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